65

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly

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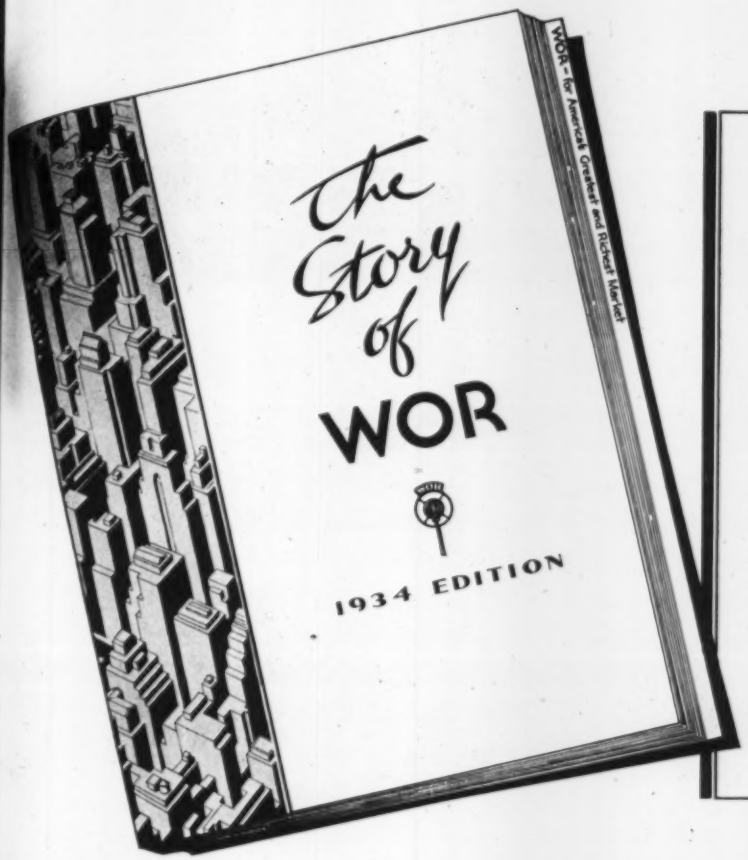
WASHINGTON, D. C.
SEPTEMBER 1, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
SEP - 4 1934
LIBRARY



Some of the thousand and one questions which this booklet answers . . . .

What is the potential audience of WOR?

What famous radio stars got their start on WOR?

What kind of results do WOR advertisers get?

Who listens to WOR? . . . and where? . . . and why?

How many liquor dealers in Brooklyn?

How many chain grocery stores in Yonkers?

What is WOR's bonus circulation?

What counties in the WOR area buy the most automobiles?

What kind of advertising can't be broadcast over WOR?

"The Most Informative Station Booklet ever published"

—says a prominent agency executive of this new "Story of WOR," just off the press. • This comprehensive booklet gives all of the facts you want to know about America's Leading Independent Station and the tremendous market which it serves—sans ballyhoo! • We would like everyone in the radio industry to have a copy. Because of the limited edition, however, we are obliged to restrict the mailing to interested sales and advertising executives. • Send for your copy now.

WOR

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. • • • • NEWARK, NEW JERSEY

Chicago: Wm. G. Rambeau, 360 N. Michigan Ave. • • Boston, James F. Fay, Statler Bldg.

XUM

WCCO

HITS BOTH HALVES

of this five billion dollar market

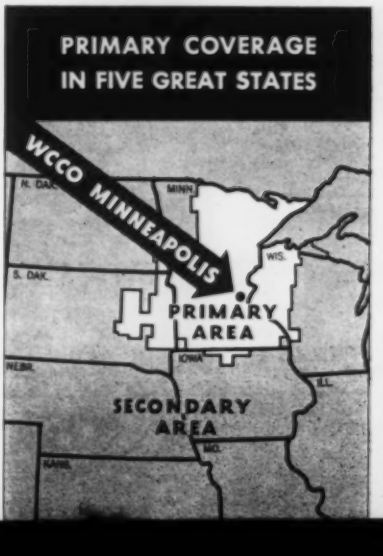
WITH EQUAL POWER

Wing your selling story through the greatest *double* market of its kind and size in radio. Over 10,000,000 city dwellers live within the measured listening area of WCCO — with Minneapolis and St. Paul at its hub. Nearly another 10,000,000 live on its prosperous farms—with farm income up 30% over 1933 (*post*-drought figures!). Here are two giant markets at the cost of one. It takes power to reach them—no other station has the necessary 50,000 watts to do it. It takes programs to hold them—no other station in this area taps the full stream of CBS entertainment. It takes prestige to sell them—no other station rivals WCCO's pioneering lead as the first station of this rich Northwest. First in "listening-years"—this month marks WCCO's tenth birthday. First in "listening-ears"—every impartial survey marks WCCO's outstanding popularity. For complete data call WCCO or Radio Sales, Inc.

RADIO SALES, INC.

485 Madison Avenue, New York City · 410 No. Michigan Avenue, Chicago, Ill.

SUPPLYING A COMPLETE SERVICE FOR LOCAL AND "SPOT" BROADCASTING OVER MAJOR CBS STATIONS

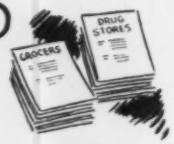


Free & Sleininger stations
scoop industry with radio's first
practical merchandising plan

Advertisers and agencies have never been able to guess how much merchandising assistance they could get from radio stations . . . or how good it would be after they got it. Even the word "merchandising" lost any definite meaning to the industry. Now, after months of study and research, Free & Sleininger stations have adopted a practical plan and installed merchandising departments to provide certain specific services for advertisers.

Never before has such a plan been available. It gives an entirely new value to station co-operation. With every dollar's worth of station time goes *one unit* of free merchandising assistance. Each of the eight services listed is evaluated on a unit basis and if the service required exceeds the free units allowed, a standard charge is made. Thus, by setting up a definite and exact kind and amount of service given, the advertiser has what amounts to a merchandising rate card.

THESE 8 SERVICES NOW AVAILABLE FROM FREE & SLEININGER STATIONS

① 

LISTS . . . Wholesale and retail dealer route lists of specific classifications, such as grocers, drug stores, etc., in the primary area.

②

MAILING service on letters or printed matter, station furnishing letterheads, if desired, mimeographing, addressing, enclosing, sealing and mailing. Advertiser to pay postage and furnish printed matter.

③

SURVEYS . . . Cross section surveys of retail stores, such as checking sale, distribution, and the standing of advertiser's and competitor's products in local trading area personally or by phone.

④

INTRODUCTIONS to key buyers of department stores, chain stores, wholesalers, etc.

⑤

DISPLAYS . . . arranging for use of advertiser's window displays.

⑥

COUNTER CARDS . . . Distribution of advertiser's counter displays.

⑦

CALLS . . . Personal calls on jobbers, chain and department store buyers, and leading retailers, to announce and explain future campaign.

⑧

AUDITIONS of radio program for important local outlets.

WOC-WHO Des Moines	**WTCN** Minneapolis-St. Paul
***WGR-WKBW** Buffalo	**WHB** Kansas City
***WHK** Cleveland	**KFAB** Lincoln-Omaha
WIND & WJJD Gary and Chicago	**WAVE** Louisville
***WAIU** Columbus	**KOIL** Omaha-Council Bluffs
WDAY Fargo	**WMBD** Peoria
WKZO Kalamazoo	**CKLW** Windsor

These are all services which many advertisers have wanted in whole or in part, but which have never been available on a uniform basis. We believe advertisers will find this a constructive and practical step and we invite use of these worthwhile services. You can't afford not to know at once all about this new plan. Complete details are available in printed form. Write, wire or phone to the Free & Sleininger office nearest you for complete and specific information.

** Now prepared to supply these eight services at cost, but have not established Unit Plan.*

FREE & SLEININGER, INC. *Radio Station Representatives*

NEW YORK	CHICAGO	DENVER	SAN FRANCISCO	LOS ANGELES	SEATTLE
Chrysler Bldg.	180 N. Michigan Ave.	Charles Building	Russ Building	Chamber of Commerce Bldg.	Stuart Building
Murray Hill 2-3030	Franklin 6373	Keystone 6028	Sutter 5415	Richmond 6184	Elliott 6662

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BROADCASTING
and
Broadcast Advertising

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Regulation Keynote of NAB Convention

By PHILIP G. LOUCKS
Managing Director, National Association of Broadcasters

Freedom of Action of Broadcasters Main Issue on Program; Record Attendance Seen, Many Prominent Speakers

WHILE federal regulation is the keynote of the twelfth annual convention of the NAB, to be held at Cincinnati, Ohio, Sept. 16, 17, 18 and 19, the program for the meeting has been developed with a view to demonstrating how such regulation may be harmonized with the freedom of action which broadcasters must enjoy under a privately owned and operated and competitive broadcasting system.

Since the last annual meeting of the broadcasters there have been three important developments in the field of regulation. The Code of Fair Competition for the Radio Broadcasting Industry became effective on December 11, 1933; the Federal Trade Commission extended its survey of advertising to broadcasting; and the administration of the radio law was transferred from the Federal Radio Commission to the newly created Federal Communications Commission. While there has been no substantial change in the basic licensing law, the adoption of the code brought hours of labor, wages and trade practices under federal supervision and the Trade Commission's activity brought radio advertising under a scrutiny identical with that exercised by that body over newspaper and magazine advertising. Regulated more than any other American industry, none of the regulatory measures were imposed upon broadcasters.

Limit to Regulation

THE broadcasters themselves sought the 1927 radio law which brought order out of broadcasting chaos and the broadcasters supported the proposal to coordinate regulation of all communications under a central body. The broadcasters themselves formulated the code of fair competition under the National Industrial Recovery Act and the compliance with this code by the industry has won commendation from recovery officials. The broadcasters themselves voluntarily cooperated with the Trade Commission in an effort to stamp false and misleading advertising from radio. And in addition to all of this the broadcasters code of ethics, formulated in 1929, has

MR. LOUCKS

achieved a new meaning during the year.

But there are limits beyond which government regulation cannot go without destroying the so-called American system of broadcasting and it is the duty of the industry itself to determine these limits. Within these boundaries of necessary federal regulation, broadcasters must oppose encroachment upon their freedom of operation. The line of demarcation between necessary federal regulation and essential freedom will be definitely drawn as the program for the three-day convention unfolds.

There is no essential difference between the freedom of the press and the freedom of radio, notwithstanding much that has been said and written to the contrary. President Roosevelt pointed out this similarity in his message to the Radio Manufacturers Association last summer. But just as freedom of press must at all times be jealously safeguarded; freedom of radio can be maintained only through eternal vigilance. Liberties as great as these are constantly in danger.

Lurking behind the broadcasting study thrust upon the new FCC by Congress, stands the first and foremost threat to the American system of broadcasting. Already the NAB has begun a systematic collection of data to be presented to the Commission when the hearings commence on Oct. 1, and a review of this work and an explanation of the scope of the study will be given during the opening day of the Cincinnati meeting.

Headquarters for the meeting will be established at the Netherland-Plaza, Cincinnati's finest hotel, and all general sessions will be held in the air-conditioned Pavillon Caprice. All general convention arrangements have been made by Edwin M. Spence, WPG, general chairman of the Convention Committee.

Following an address of welcome by Mayor Russell E. Wilson of Cincinnati, on Monday morning, President Alfred J. McCosker, WOR, will give his address, reviewing his second term as NAB chieftain, and the meeting will be under way.

News by radio, a subject which has received his careful study over a period of years, will be the subject of an address by Senator C. C. Dill of Washington, chairman of the Senate Interstate Commerce Committee, and for many years radio leader in the Senate.

Chairman Hampson Gary of the Broadcast Division of the FCC is also scheduled to speak at the opening session and his address will be followed by an analytical discussion of radio and human liberty by William Hard, internationally known magazine writer and radio commentator.

The report of the managing director will open the Monday afternoon session, to be followed by the report of Chairman Henry A. Bellows of the NAB Legislative Committee. A report of the NAB Engineering Committee by Chairman Joseph A. Chambers, WLW, will complete the Monday afternoon session.

Commercial Session Important

A more or less serious incident of an advertiser building his own radio program will be reproduced by H. J. Quilliam, KOMO-KJR, at the opening of the Tuesday morning session. This will be followed by a report of the NAB Commercial Committee by Chairman Arthur B. Church, KMBC, which will include a number of important recommendations such as standardization of units of sale, station surveys, trade practices and merchandising. The report of the NAB Committee on Uniform Cost Accounting will be presented by Chairman H. K. Carpenter, WHK, and the report of the NAB Tax Committee will be given by E. M. Elkin, KDKA.

The Tuesday afternoon session will include a talk by John Shepard III, chairman of the Code Authority for the Radio Broadcasting Industry. The Trade Commission's jurisdiction over radio advertising will be the subject of an address by Commissioner Ewin L. Davis, former chairman of the House Merchant Marine, Radio and Fisheries Committee. An address dealing with coordination among American amusement industries by Division Administrator Sol A. Rosenblatt of the NRA will round out the afternoon session.

The first speaker scheduled on the Wednesday morning session is Fred Willis of CBS, who will offer a conception of the opportunities, responsibilities and problems of education by radio. Following this address, Chairman Edgar L. Bill, WMBD, will present the report of the Program Committee.

Copyright Again on Agenda

MUSIC COPYRIGHT will be discussed during the Wednesday morning session and may possibly continue in the afternoon session. With the copyright problem now the subject of litigation, much of the discussion will revolve around that phase of the problem. Joseph C. Hostetler of the law firm of Baker, Hostetler, Sidlo and Patterson, NAB counsel in the copyright case; Oswald F. Schuette and I. D. Levy, NAB treasurer, will speak on this subject.

Election of officers will be held Tuesday afternoon and ballots will be cast for the offices of president, first vice president, second vice president, treasurer and six directors, five for the three-year term and one for a one-year term. This will be the first election under the new constitution and by-laws adopted at the White Sulphur Springs meeting last year. Newly elected officers will be installed at the Wednesday afternoon business session.

The first meeting of the participants in the NRA code for the broadcasting industry will be held at the Netherland-Plaza immediately following the NAB Con-

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vention on Thursday. Arrangements for the code meeting are being completed by James W. Baldwin, executive officer, and it is expected that all NAB members, participants in the code, will remain for the code meeting which will discuss many important questions affecting the operations of every station in the country.

Meeting to Be Restricted

DEPARTING from the rule adhered to during the last three meetings, this year's convention will be open only to members in good standing of the association. Members who are delinquent in their dues as of Sept. 1 will receive the formal notice required under the by-laws and unless payment of back dues is forthcoming within the prescribed 14-day period, they will be dropped from the rolls and denied admittance to the sessions.

Representation at meetings will be by delegate or alternate delegate and the headquarters office is now busy compiling official admission and voting lists. Every member of the NAB has been asked to name both a delegate and alternate and the lists are being compiled from these appointments.

Contrary to the rule which obtained in earlier meetings, the chairman of each session will entertain formal motions only if such motions are presented in writing and handed to the chair after introduction. This rule will be strictly enforced and misunderstandings which arose at earlier meetings through the presentation of oral motions, therefore, will be avoided.

Reduced railroad fares to and from the convention have been granted and members and their families will be able to effect considerable savings in travel charges. Because of the availability of special rates, such as summer tourist rates and the Century of Progress rates, all members are urged to consult their local passenger agents about railroad rates before purchasing tickets.

Golf Tournament Scheduled

THE REGISTRATION fee for the convention will be $10 per person and this will include the annual NAB banquet, to be held Tuesday at 6:45 p. m. Additional banquet tickets may be obtained at $6 each. The registration desk will open at 10 a. m. Sunday and remain open until 1 p. m., and will be open on Monday, Tuesday and Wednesday from 8:30 a. m. until 5 p. m. The desk will be located on the fourth floor of the hotel. Members are urged to register immediately upon arrival.

The Fourth Annual NAB Golf Tournament for the BROADCASTING Magazine Trophy will be held Sunday at the Twin Oaks Country Club, Latonia, Ky. The first foresome will tee off at 11 a. m. The defending champion is Dr. Leon Levy, WCAU, Philadelphia, Pa., who won the trophy last year.

Elaborate plans are being made for the banquet to be held on Tuesday night. All local arrangements are in charge of a committee of which Powel Crosley is chairman and nothing is being left undone to make this year's banquet a success. Arrangements for some of the nation's leading radio talent to appear at the dinner are being made and the best from the Netherland-Plaza's kitchen and cellar is promised.

A big stag party is promised for Monday night by Chairman Crosley, but details are being kept more or less secret.

Biggest Attendance Seen

EARLY reservations indicate that this year's convention will be the largest ever held by the NAB. The association's membership now numbers 370 stations, representative of 90 per cent of all radio business.

Another matter which will challenge attention of delegates is the necessity for revising the dues system at the forthcoming meeting. Instead of the system put into effect last October, under which dues are based upon one-tenth of 1 per cent of net sales, with a minimum of $30 per year, it will be proposed that the system be changed to a basis under which the published rate of the station shall determine the dues. It will be proposed that the new dues for each NAB member per quarter shall be the highest quarter hour rate published, whether local or national. The governing rate, except for stations joining at a later date, would be the rate published on or before Sept. 1, 1934.

Camels Returning to Air Over 93 CBS Stations

WHEN the R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes) returns to the air over CBS Oct. 2, the hookup will embrace 93 stations. Thus a new record for a regular commercial series is claimed.

Programs will be heard twice weekly, first at 10 p. m., EST., Tuesdays, and it is hoped to clear the same time for the Thursday shows. At first, however, the Thursday presentations will be heard at 8:30, with a west coast rebroadcast at 11:30.

Talent comprises Glen Gray and his Casa Loma Orchestra; Walter O'Keefe as master of ceremonies with a star cast, and Ted Husing dramatizing the commercials, the scenes for these being laid at sporting events. William Esty & Co., New York, is the agency.

Jack Benny is Released To Jello Until Spring

JACK BENNY and his troupe, successful salesman for ginger ale, automobiles and tires, will next undertake to sell Jello for General Foods, Inc., New York. Early in October, date to be announced later, he will start under his new sponsorship with Mary Livingstone and other stars in a series on a nationwide NBC-WEAF network, Sundays, 7-7:30 p. m. His contract with General Tire & Rubber Co., his present sponsor, expires in October.

According to W. O'Neil, president of General Tire, he has been relinquished to General Foods for 26 weeks until Feb. 26 by mutual arrangement of the two companies. Next spring, he, Mary Livingstone, Frank Parker and Don Bestor's orchestra will return to the air for General Tires, and in the fall will again appear for Jello. Young & Rubicam is handling the account for Jello.

POLL THE OPERATORS
If You Want Reliable Answers, Suggests WISN Head

AN ANSWER to the eternal question of popularity polls on programs, held to be far more reliable than listener preference polls, is offered by Gaston W. Grignon, general manager of WISN, Milwaukee. The control room operator, who day in and day out listens to all sorts of programs, is Mr. Grignon's choice.

"Operators," says the WISN head, "listen to thousands of hours of broadcasting and the ordinary program becomes routine. It is only the interesting or unusual program, or the exceptionally talented artists that draw their undivided personal listening attention. The operators are notoriously discriminating, but unbiased in their radio tastes. Their opinions of the merit of a program, should be highly reliable because they unconsciously become hypercritical of programs, yet their judgment is also governed with actual gauging of merit by experienced comparison."

In line with Mr. Grignon's views many operators have been consulted by members of the WISN staff as to their personal program preferences. Without exception, it is reported, they have picked the most meritorious broadcasts. Furthermore, it was stated that operators often have mentioned admiration for some obscure artist or program which later has clicked. Therefore, it is suggested that instead of the public contest or poll, a poll of radio operators could be made for a fraction of the cost and with expert results.

Creditors to Direct Scott Howe Bowen

AVERTING the threat of a receivership for Scott Howe Bowen, Inc., the affairs of the company will henceforth be administered by a committee of creditors, according to a statement given to BROADCASTING by Mr. Bowen. Members of the committee, he said, will include Albert A. Cormier, of WOR; Arthur Church, of KMBC, and George F. Storer, of WMCA, CKLW, WWVA and WSPD. Others may be added.

The financial position of the company had been jeopardized through extraordinary expenses incurred in building up Group Broadcasters, Inc., which now is dormant. The reorganization will begin with an independent audit of all books. It is understood that the deficits due to the stations are not as great as had been anticipated, as credits arising out of running accounts and new business sold have been accumulating.

Zenith Plans Campaign

ZENITH RADIO Corp., Chicago (Zenith radios) will shortly undertake a new national radio campaign of thirteen 15-minute transcription programs, built from the WBS Program Service Library, on selected stations with local dealer tie-ups. Station time contracts will be placed through the World Broadcasting System.

Bellows Joins NAB, Butcher Promoted

Resigns CBS Vice Presidency To Work on Oct. 1 Hearing

Mr. Bellows

THE resignation of Henry A. Bellows as CBS vice president in charge of its Washington office, and the appointment of Harry C. Butcher, general manager of WJSV Washington, as CBS Washington manager in addition to his other duties, were announced Aug. 2[illegible].

Mr. Bellows, who remains as president of WCCO, Minneapolis CBS outlet, will reside in Washington indefinitely to devote his time to activities of the NAB, of which he is a director and chairman of its legislative committee. He will center his attention upon preparation of the case in behalf of the broadcasting industry to be presented before the FCC at hearings scheduled to begin Oct. 1.

Outstanding Radio Figure

An outstanding figure in the legislative activities of the broadcasting industry since 1925, Mr. Bellows has been chairman of the NAB legislative committee since he resigned as a member of the original Radio Commission in 1927, to return to broadcasting. Mr. Bellows will collaborate with Philip G. Loucks, NAB managing director, in preparing the case for the Oct. 1 hearing scheduled by the FCC pursuant to the provision in the new communications act, specifying that it study the proposal that fixed percentages of broadcasting facilities be allocated to non-profit programs or to so-called non-profit organizations.

In announcing that Mr. Bellows had joined the NAB executive staff, Mr. Loucks pointed out that growth of the trade association and the greatly increased variety and importance of its responsibilities has imposed new and additional burdens upon the Washington headquarters. "The availability of Mr. Bellows' services to the Association in the present emergency period is welcomed by the entire broadcasting industry," he said. "Since his term of service as a member of the original Federal Radio Commission, he has been active in the industry's public relations work, and has won wide recognition as one of the leaders of the broadcasting industry."

May Remain on NAB

Whether Mr. Bellows will remain with the NAB in an executive post following the October hearing probably will be decided at the annual convention of the Association in Cincinnati, Sept. 16-19. Ultimately, it is expected he will relinquish his post as president of WCCO, which is operated by CBS.

With the resignation from CBS of Mr. Bellows, Mr. Butcher returns to the post he held with the network from 1930 to 1932, before it acquired WJSV under lease. He was made general manager of WJSV at that time, and Mr. Bellows was transferred to Washington from Minneapolis.

Vacation Comments on Spot Broadcasting

By H. H. KYNETT
Aitkin-Kynett Co., Philadelphia

Agency Head Finds Real Improvement in Transcriptions And Local Shows; Sees Blatant Blurbs Disappearing

THESE WORDS of a leading national advertising agent, written in a ruminative mood while listening-in during a Maine vacation, will be heartening to proponents of spot broadcasting—both transcriptions and live local shows—and to the sponsors using them and stations carrying them. Mr. Kynett sees an all-around improvement in spot technique, with perfect quality from transcriptions and local live spots often freeing schedules of the "horrors of repetition." Exaggerated claims are on the wane, too, he observes. While spot programs dispel the belief that "star" programs are always necessary, Mr. Kynett also asserts that crowding blurbs between station breaks, though profitable, are not always fair to the network program.

BROADCASTING is still a study in amazing contrasts. To one listener-in on vacation, the interest of a day's programs over stations tuned in casually is enhanced by the occasional astonishment that comes from the reflection that a spot program so good as to command thorough-going enjoyment can be followed by one so bad that it almost instantly impels a quick twist of the dial.

Yet, the surprising fact is not that there are so many bad programs—rather that there are so many good ones. A sketchy comparison of the memories of only a year ago with almost any current day on the air, can lead only to the conviction that the producers of spot programs have as a whole progressed splendidly in the development of broadcasting technique.

That this is so amounts to considerably more than a tribute to producers of transcriptions. True, the knights of the recording studios are doing some outstandingly fine work, as many transcribed programs will attest. In fact, some transcribed programs are so perfect technically that they seem inhuman in their mechanical flawlessness. And, again, so many of them are tainted with that curse of the networks—ceaseless imitation of star features. I am a convinced, if unwilling, admirer of Bing Crosby, et al, but I cannot say as much for the third-rate imitator of that gentleman who mistakes his own hoarse and flatted yawping as carrying out the Crosby personality in the grand manner—with variations of his own. Yet I mean no disparagement to the recorders—by and large, they have made great technical strides, with some rich individuality of their own.

Live Spots Much Better

BUT THE REAL improvement has come in the live spot program. To begin with, it is obvious that local stations are developing talent with microphone sense and broadcasting voices. That helps. Even more satisfying, is the evidence that everywhere, creative talent is bringing forth entertainment that has the ring of originality. Not all the good ideas are having their premieres on the networks. One is apt to find that a day with spot programs produces results fully as original in concept as that of the network studios. Of course, the sequence of the programs will be more uneven in quality, but at least there is lacking the frightful monotony of repetition that is born of imitation and the desire to be in the Radio City vogue.

Singers, orchestras, playlets, sketches, "acts," all seem to share this freshness of thought. It may be that broadcasting will free itself of the horrors of repetition through the spot program of the local station. To this writer, this remains more than a hope, even though he has heard "Love in Bloom" at least 20 times on the day this is written.

Not infrequently does one hear new ideas in orchestration, fresh thought in singing and cleverness in dramatics emanating from the spot programs. Some remember that "The Man on the Flying Trapeze" is not the only old-timer worth reviving. Not all label as "Songs of the Gay Nineties" tunes that were written mostly after the turn of the century. Some folks in the local studios (staff man, artist or advertising agent) really are digging into the old material, bringing out worthwhile ideas and creating them anew for a radio public, that I stubbornly refuse to regard as stupid as the purveyors of monotony and the imitative vogue would have you believe.

Lauds Bush-League Announcers

ALL GOOD announcers are not in New York and Chicago. In fact, it might do New York and Chicago some good to draft a few announcers from the bush leagues, if only to rest the sonorous perfection of some veterans who are content to rest on bygone success. Now and again, local stations provide refreshing voices — natural, spontaneous and utterly unspoiled by affectations.

Moreover, commercial credits have done much for themselves with the public. It would seem to this listener that much of the blatant bad taste (to put it mildly) that distinguished broadcast advertising not so long ago has disappeared.

Exaggeration and wild claims do appear to be on the wane. Not infrequently, atmosphere clothes the spot commercial credit with an interest that proves its advertising worth. Whether or not, the much-abused commercial credit will ever prove entirely acceptable to those gentlemen who have an axe to grind is another question. Yet certainly the results will make themselves apparent to the broadcast advertiser.

MR. KYNETT

Blurbs Still Overdone

NOT THAT we have attained perfection with the commercial credit, all too often the 25 to 50-word commercial is inserted locally between network programs, adding time, boredom and confusion to closing and opening announcements—sometimes giving credit for the broadcast (in the listener's mind) to the spot announcement. It may be profitable to the local station, but is it fair to the network program? Moreover, it is frequently hurried and overstuffed with claims for the product. It is a sad comparison with those minute spot announcements, so carefully planned and executed, that rob no one of time or effect.

There can be little question that spot programs are making rapid strides—let us hope to the satisfaction of listener, broadcaster and advertiser alike. It augurs well for the future of radio entertainment—it seems to dispel the belief that "star" programs are essential to radio success. These things go in cycles—perhaps the current progress of the spot program indicates definitely that the up-strides in broadcasting technique mark the beginning of an era where freshness and originality will outrank in public favor even the prestige and mannerisms of the "name" stars who have so completely dominated studio affairs in the past few years.

Perhaps that is too much to hope—in any event, the "spot" programs of today presage new names, new ideas and less monotony for the future of the big programs. And that is something to write home about—to the glory of those local station men who are working so steadily and intelligently to do a thoroughly good job.

NBC Sees 1934 Record As Summer Sales Hold

A RECORD-BREAKING year in time sales is expected by NBC for 1934, on the basis of present and prospective business for the last quarter. At the half-year period, said an NBC announcement Aug. 17, sales totalled 14,126,762, or only about $1,000,000 less than the 1932 half-year record. June, 1934, was the highest June in history.

Attributed largely to the fact that the old theory about the "summer slump" has been blasted, it was pointed out that time sales during June, July and August have been unusually high. The average increase for the three-month period, May-June-July, 1934, was 41 per cent over the same period of last year in daytime sales and 48 per cent for evening sales.

Hay Fever Schedule

HISTEEN Corp., Chicago (Histeen hay fever remedy), placed twice daily transcriptions for one week during August on 19 stations in a concentrated "hay fever season" drive, using in addition WGN and WJJD in the Chicago area for two daily 100-word announcements, the latter for four weeks. Ruthrauff & Ryan, Chicago, handled the schedule which was carried by WGY, WCCO, KSTP, KOA, WOC-WHO, WJR, KMBC, KMOX, WGR, WLW, WTAM, WJY, KVOO, KDKA, WFAA-WBAP, WTMJ, WMAQ, WENR and KYW.

"ONE MAN'S FAMILY," the NBC series from San Francisco, has been awarded the October Award for Distinguished Service to Radio by *Radio Stars* magazine.

N.Y. State Sponsors Milk Drive, Chooses Radio for Children

Network and Spot to Be Used In Big Winter Campaign

BELIEVED to be the first commercial radio campaign to be paid for out of the treasury of any state, two series of children's programs will be sponsored by the New York State Bureau of Milk Publicity, starting Oct. 2.

With an appropriation of $500,000 from the legislature to put the state's billion dollar dairy industry back on a dividend-paying basis, the bureau has decided to use newspapers to reach adults and radio to reach children. In its printed page advertisements adults will be appealed to, both to increase their own consumption of milk and, if they are parents, to give it a more prominent place in their children's menus. But the bureau and its advertising agency, N. W. Ayer & Sons, have decided that the only way to reach the children direct is over the air.

Direct Appeal to Children

IT IS considered better psychology to try to break down the children's resistance to drinking what they are told is good for them by a direct appeal to the children, than to concentrate on an educational campaign directed to the parents, who in turn have to cajole the youngsters. In other words, radio makes possible a more direct approach to the ultimate consumer of a large part of the state's milk production.

Charles H. Baldwin, State Commissioner of Agriculture and Markets, has charge of the drive, which will last until April, 1935.

Both network and spot will be used in the radio section of the campaign. For the former, a split network of CBS stations, all located in New York state, has been signed. These stations will carry, from 5:45 to 6 p. m., every Tuesday, Thursday, Friday and Saturday, for 13 weeks, an adventure story written by Peter Dixon, designed to appeal to children between 8 and 14 years, called "Robinson Crusoe, Jr."

Spot Schedules

EVERY Tuesday and Thursday, transcriptions of an "Uncle Wiggily" program by Howard Garis, to appeal to those between the ages of 4 and 8, will be broadcast on the following schedule: WGY, Schenectady, and WBEN, Buffalo, 5:30 p. m.; WHAM, Rochester, and WSYR, Syracuse, 5:15 p. m., and WOR, 5:45 p. m. The transcriptions will be made by RCA Victor Co.

Commercials for these younger children will be written in as nearly as possible the same style as the stories told by Garis, and will be frankly designed to convince children who don't like milk that they don't need to taste it—by pointing out all the foods and drinks of which it is a constituent, some of which, it is taken for granted, will be on each child's preferred list.

For the elder group, there will be less emphasis on gustatory delights, and an attempt will be made to tie in with the health and hygiene teaching given in schools. About half the announcements will be direct selling appeals of this kind, while the remainder will consist of letters endorsing milk from celebrities of the entertainment and sports worlds. Some personal appearances also will be made by these luminaries. Their testimonials are not to be paid for, but will be in response to a request from Gov. Herbert H. Lehman.

Children's clubs also will be organized in connection with this program.

The Third Degree

ALL announcers of WSB, Atlanta, before acceptance for regular duty, are required to read the following dialogue correctly:

She: Are you copper-plating those pipes?

He: No. I'm aluminuming 'em, mum.

Try it.

Tom Collins Account

TOM COLLINS Corp., Cincinnati (Tom Collins Senior and other mixed drinks) has scheduled a series of tri-weekly programs over WXYZ and the Michigan Network, beginning Sept. 2. Three quarter-hours will be the weekly schedule, except for December and the first half of January, when six broadcasts weekly are scheduled. A large orchestra, Harold True, master of ceremonies, and the Von Boys Harmony team comprise the talent. Lord & Thomas, Inc., Chicago, is the agency.

French Lick Campaign

FRENCH LICK SPRINGS Hotel Co., French Lick, Ind. (Pluto water), will sponsor half-hour studio programs once weekly for a minimum of 13 weeks on WBBM, Chicago; WLW, Cincinnati; WCAU, Philadelphia, and WOR, Newark. The schedule will begin in September. The advertiser is planning, also, to run announcement campaigns in at least 20 other markets. The account is handled by H. W. Kastor & Son, Chicago.

Armand Resumes Sept.9 On 17 Selected Stations

SEVENTEEN stations will get the Armand program, sponsored by the Armand Co., Des Moines (cosmetics) when it resumes Sept. 9, after a short absence from the air. It was erroneously reported in the Aug. 15 issue of BROADCASTING that the delay was occasioned by the illness of Carl Weeks, president of the company, who also discusses cosmetics in the WBS transcription series which features Lennie Hayton's orchestra, Jane Froman and Don Ross. Mr. Weeks has not been ill, according to H. S. Hoover, news director of the company, who announced that the account has been transferred to N. W. Ayer & Son, New York.

The stations signed for the Armand schedule are WOR, WOAI, KPRC, WSM, WCCO, WFAA, KDKA, KPO, KFI, WDAF, WGN, WLW, WJR, KMOX, WTAM, WOC-WHO and WBT.

Baume Bengue Net Hits Four Marts

COVERING four major markets, Thomas Leeming & Co., New York (Baume Bengue) has tentatively aligned a network of WOR, Newark; WLW, Cincinnati; WGN, Chicago, and WCAE, Pittsburgh, for a half-hour series to begin Friday, Oct. 19. The account is handled by William Esty & Co., New York, and the program will feature an orchestra and soloists.

This special network is the result of coverage specifications of the sponsor and is said to be in no way connected with the enterprise to join WOR, WLW, and WGN into a coperative "Quality Group" on a regular basis. Whether a regular "Quality Group" hookup will be launched this fall is still problematical.

Toiletries Firm Tests

GOLDEN PEACOCK, Inc., Paris, Tenn. (toiletries), has begun a test campaign on WLAC, Nashville, and WREC, Memphis, preparatory to an extended radio campaign. The account is handled by Ruthrauff & Ryan, Chicago.

Courtesy of Collier's and Jack Markow

"He likes to hear Ben Bernie!"

Business Bureaus To Aid Ad Probe

Cooperation Pledged Industry FTC in Current Inquiry

BETTER BUSINESS Bureaus over the country were urged to cooperate in the Federal Trade Commission's efforts to rid the air of untruthful advertising in an address by Louis Rothschild, director of the Washington Better Business Bureau, at the meeting of the National Association of Better Business Bureaus in Milwaukee, Aug. 20.

"The opportunity to Better Business Bureaus in this present setup is a splendid one to give service to the public, to advertisers and to radio stations," he said. "Complaints from bureaus involving radio advertising will be received and given prompt attention.

How Bureaus Can Help

"THE THOUGHT that the bureau might file complaint will make it easier to obtain correction from either the local advertiser or from the radio station in your own community. Much radio continuity is national advertising, and the National Better Business Bureau is alive to this situation and will undoubtedly give increased attention to radio advertising that is questionable or inaccurate."

The FTC investigation was started for two reasons, Mr. Rothschild said. These are: first, because of "public resentment against flamboyant radio continuity" and, second, because the FTC "wished to forestall encroachment upon its field of control over advertising by the Federal Communications Commission."

Stations and the NAB "are heartily in accord with these reasons," he added, "and have generally shown, not only splendid cooperation, but have encouraged the move."

Warns of Censorship

REVIEWING the limitation of the FCC in censoring radio programs, Mr. Rothschild said:

"If these steps for control and regulation of radio advertising are not effective, there is little question that more drastic regulation will follow."

The FCC will doubtless include a review of "the evils of radio advertising" in its Congressional report, he added, and unless the FTC is able to curb false advertising by that time, "it is possible that the Commission will ask for the specific right to correct and censor radio advertising."

There is a "close working and harmonious arrangement "between the FTC and the FCC, Mr. Rothschild said, and this should result in "effective truth in advertising work under the present arrangement."

Adlerika's New Campaign

ADLERIKA Co., St. Paul (proprietary), has purchased a series of 39 transcription programs which will be placed in about 15 markets, including Pittsburgh, Dallas, Chicago, Minneapolis, San Antonio, Tulsa, Denver, Louisville, Cincinnati, Detroit, Los Angeles, San Francisco, Cleveland and Schenectady. The account is handled by the St. Paul Advertising Co.

Proprietary Committee Checks Untruthful Radio Advertising

Package Medicine Group to Watch Published Copy Also In Pioneer Program of Advertising Self-Regulation

Mr. Blair

RADIO continuities as well as newspaper and magazine copy are included in the advertising material which will come under the scrutiny of the newly formed Advisory Committee on Advertising of the Proprietary Association, which has just established an advertising bureau at 80 Varick St., New York.

By unanimous vote of the association, whose members are said to do 80 per cent of the packaged drug business of the country, the Advisory Committee was set up and authorized "to go to the root of whatever evil there may be in the advertising of proprietary remedies," according to Frank Blair, president of the association, and vice president of the Centaur Co., New York (Fletcher's Castoria).

Report Sent Members

Mr. Preyer

ITS PROGRAM of self-regulation of advertising, the first ever to be undertaken by an industry, was launched Aug. 15, with the mailing of the committee's report to the membership of the association by Chairman William Y. Preyer, first vice president of the Vick Chemical Co., Greensboro, N. C. Members were requested to send their advertising copy to the committee.

The committee recognizes that much of the recent criticism of advertising claims, both from the consumer and from government sources, has been directed against radio advertising of medical products, because the radio message is heard by the entire family and because exaggerated claims can be conveyed by suggestion, even though the specific language used is truthful.

For this reason the committee has a "plank" in its platform which declares that not only must the words and sentences of an advertisement be truthful, but also that its whole impression must be truthful.

The committee, which has devoted more than two months to the preparation of a plan for advertising control, includes in addition to Mr. Preyer and Mr. Blair, Lee H. Bristol, vice president of Bristol-Myers Co., New York, and chairman of the executive committee of the Association of National Advertisers, and Wm. S. Groom, vice president of the Thompson-Koch Co., Cincinnati agency.

Gardner Named Secretary

WITH the release of the report, Mr. Preyer announced the appointment of Edward H. Gardner to serve as executive secretary of the Advisory Committee. Mr. Gardner was formerly professor of advertising and marketing at the University of Wisconsin. He is the author of books used as standard text and reference in many colleges and universities. He has had several years of practical experience as an executive of two major advertising agencies. Mr. Gardner will be the active head of the association's advertising bureau in New York.

"This report contains an outline of the ethical principles and the procedure on which the committee will act," said Mr. Preyer. "It also is a request to the members of the association to send in their advertisements at once for examination."

The committee, according to Mr. Preyer, has taken the broadest possible ground in interpreting "truth in advertising." "Pictures," he said, "as well as words, must convey a truthful impression; the common understanding of words as well as their dictionary definitions must be considered. The total impression of an advertisement must be truthful as well as its individual words and sentences. Advertisers must reveal the ingredients on which their claims are based.

"The whole advertisement must be in good taste. Testimonials must be honestly secured, and must not be contrary to what can reasonably be expected of the product. There must be no unfair reflection on other products.

Mr. Gardner

Allowance for Enthusiasm

"ALLOWANCE must, of course, be made for the natural enthusiasm of the advertiser. The committee and its secretary do not intend to make hard and fast rulings, but rather to operate as a court of common sense, giving constructive suggestions.

"At the same time, we have reason to believe that our advice will be taken very seriously both within and without the association. We hope to extend our activities beyond our own membership, to guard against any possible unscrupulous action by others that might damage the public interest and react our entire industry."

In addition to giving counsel on advertisements voluntarily submitted, the committee will act on complaints received regarding advertisements.

The committee is empowered to employ both legal and technical counsel to guide its decisions. It expects to act in cooperation with governmental agencies and with the Better Business Bureaus as well as with the various advertising media.

THE SHRILL whistle of a locomotive each morning at 8 o'clock heralds the "Shoppers Special Radio Train" on WDRC, Hartford, Conn., a highly successful program of local and national participating spots.

MIKE CALLING TEST
Would-be Announcers Try Out In WMBD Stunt

LISTENERS who thought they "ought to be in radio" were given an opportunity for a tryout over WMBD, Peoria, Ill., recently in a contest for would-be announcers. Both preliminaries and finals were broadcast and attracted considerable interest.

Men and boys, 18 years of age and older, who had had no previous radio experience, were invited to participate. The first 30 applicants were accepted. A housewife, an advertising man, and an attorney were judges. Facility of speech was judged by ability to deliver, at a normal rate of speed, such phrases as:

"The green glaw grew, a glowing gleam, growing green."

"The seething sea ceaseth and it sufficeth us."

"Is this the sixth sister's zither?"

"Geese cackle, cattle low, crows caw, cocks crow."

In the final test each contestant was handed a common object, such as a pencil, a sheet of paper or a bar of soap, and without any preparation asked to speak for two minutes on the object. This not only provided a severe test of the contestants' ability to observe, think and speak in an emergency, but also furnished a humorous element. Because of its popularity, a similar contest for girls and women is being arranged.

Merchandise Plans Of Petry Stations

A DEFINITE merchandising plan offered to advertisers by the stations represented nationally by Edward Petry & Co., has been devised and is available to clients at charges fixed by each station. According to an announcement by the Petry company, this general plan falls into ten general classifications, enumerated as follows:

(1) Letters to wholesalers, brokers, chains; (2) letters to retailers; (3) distribution of displays; (4) contracting wholesalers, brokers, chains; (5) local newspaper publicity; (6) sectional newspaper publicity; (7) sectional radio magazine publicity; (8) radio publicity; (9) trade paper publicity, and (10) miscellaneous, covering station displays, station publications, etc.

The plan was said to have been devised following an exhaustive study and is declared to represent the best ideas of agencies and advertisers along with stations. It was agreed that some charge for practically all of the services should be made since the cost of so-called "free" merchandising help necessarily would be included in station rates, which is "unfair" to spot advertisers who ask for no merchandising help and to spot announcement advertisers.

RIVAL PACKING Co., Chicago (dog food) is expanding to six markets this season, using WWJ, WGN, WKBF, KSD and unnamed stations in two eastern cities. The account is handled by Charles Silver & Co., Chicago.

AFA Plans Guard Against Ad Censors

DECISION to maintain a close check of efforts of national advertising associations to censor advertising copy and to keep in intimate touch with any bills that may be submitted in Congress or the state legislatures affecting advertising was reached at the first meeting of the new board of directors of the Advertising Federation of America in New York Aug. 14.

The contacts with state legislatures will be maintained particularly to watch proposals to place taxes on advertising in any form. The AFA's Washington contacts will again be maintained by Alfred T. Falk, director of its bureau of research and education, who spent much of his time in the national capital last year, while the Copeland-Tugwell bill was being considered.

The meeting was marked by the installation of Edgar Kobak, NBC vice president and retiring AFA president, as chairman of the board; Chester H. Lang, manager of publicity for the General Electric Co., Schnectady, N. Y., as vice president, and Frank A. Black, publicity manager of Wm. Filene's Sons Co., Boston, as treasurer. Mr. Kobak was also elected to honorary life membership in recognition of his two years of service as president and was presented with an embossed certificate.

Ben J. Sweetland, president of Sweetland Advertising, Inc., resigned as a member of the board, and Eliot L. Wright, advertising manager of the U. S. Envelope Co., Springfield, Mass., was appointed to fill his unexpired term of one year. Miss Helen M. Rockey, AFA director and an executive of the advertising department of the Consolidated Gas Co., New York, was appointed chairman of a special committee to develop an educational program to bring the value of advertising to the consumer through the women's clubs of the country.

New Soap Account

WISDOM SUPPLY Co., Ltd., Los Angeles soap manufacturers and distributors, has launched a weekly program on KFWB, Hollywood, with account handled direct. Half hour will be used to advertise the firm's new line of granulated soap. "Glo-Mor," brand name of soap, will be used in the program caption, "Glo-Mor Varieties." Frank Orth handles the microphone with practically an entire change of cast each week. Lou Anger, film magnate, who also has a commercial interest in the soap works, will spot prominent film names from the United Artists studios.

Injured in Plane

DR. GEORGE W. YOUNG, president and manager of WDGY, Minneapolis, was seriously injured in an accident Aug. 18 at the airport in Minneapolis. While seated in his plane, waiting for a storm to blow over, the wind reached tornado proportions, and the plane was hurtled against a tree. Dr. Young suffered two fractured verterbrae, together with other injuries, and he may be in a cast for several months.

Jolliffe is Renamed With Three Aides, Pick Four Lawyers

Ring, Jett and Finch Chosen Assistants; Others Promoted

APPOINTING Dr. C. B. Jolliffe as chief engineer at $9,000 a year, the FCC on Aug. 20 completed the major appointments to its engineering staff but held over the selections of division directors, assistant general counsel and most of the examiner staff until its first full meeting after Labor Day. Dr. Jolliffe was chief engineer of the old Radio Commission. Several legal and engineering staff appointments were also announced, chiefly promotions, and it was ordered that the entire clerical staff of the old Radio Commission should be retained on a permanent basis.

Appointed to the three assistant chief engineering posts at $7,500 a year were Andrew D. Ring, who will head the Broadcast Division engineering staff; Lieut. E. K. Jett, Telegraph Division, and William G. H. Finch, Telephone Division. Mr. Ring and Lieut. Jett were carried over from the Radio Commission, Mr. Ring succeeding V. Ford Greaves, who was transferred at his own request to the San Francisco office of the field force at $5,600, in a newly created post. He will report directly to Dr. Jolliffe. Mr. Finch was the chief engineer of the American Radio News Corp., Hearst radio subsidiary, and a former consulting engineer.

Three Engineers Selected

TO THE engineering staff the FCC added Paul Lion, of Charleston, S. C., a 1929 Naval Academy graduate and a former radio officer of the Navy, $3,800; James P. Buchanan, Jr., son of Rep. Buchanan (D.), of Brenham, Tex., $3,200, and B. J. Shimeall, formerly with the Bureau of Aeronautics, $2,600. These were civil service appointments.

More engineers, particularly for the wire divisions, remain to be named under civil service. In the meantime, the FCC retained all the Radio Commission engineers, promoting the following: Gerald C. Gross, as principal engineer, $5,600; J. H. Barron and Raymond Asserson, senior engineers, $4,600; W. N. Krebs, engineer, $3,800, and George B. Adair and L. C. Quaintance, associate engineers, $3,200.

The Commission promoted Miss Fanney Neyman and David Deibler, of the Radio Commission's legal staff, to $5,600 posts, and named Albert Stephan, of Washington, to the same grade. Mr. Stephan is an Interstate Commerce Commission examiner who was detailed to the Senate committee as clerk in the drafting of the new communications law. Also named to the legal staff was Col. Davis Arnold, transferred from the Veterans Bureau at $6,000.

The only other appointment announced thus far was that of Roselle H. Hyde as an examiner at $3,800. The chief examiner and additional examiners remain to be appointed, along with the three $7,500 assistant chief counsels and the three $7,500 division directors.

Strongly endorsed for the legal posts are George B. Porter, former acting chief counsel of the Radio Commission, and Frank Roberson, now a town judge of Pelham, N. Y. Strongly backed for division directorships are A. G. Patterson, formerly president and chief examiner of the Alabama Public Service Commission and lately assistant to Senator Black in the air and ocean mail investigations; John Killeen, of New York, a former General Electric Co. engineer, and Robert Bartley, secretary to W. M. W. Splawn, member of the Interstate Commerce Commission, and a nephew of Chairman Rayburn of the House Interstate Commerce Committee.

Roger Yoemans, former Army Signal Corps captain, and later with the A. T. & T., and Lieut. Comdr. E. M. Webster, radio chief of the U. S. Coast Guard, are also well endorsed for division directorships

Dr. Jolliffe

A. D. Ring

Mr. Finch

Lieut. Jett

Dill to Await NAB Conclave Reaction Before Deciding On Press-Radio Service

Denies Any Wrong in Sending Out Station Questionnaires; Will Address Broadcasters Convention Sept. 17

WHETHER Senator Clarence C. Dill (D.), of Washington, who retires from Congress this fall, will enter the radio news-gathering business, will depend largely upon the reaction he receives to such a plan at the NAB annual convention in Cincinnati, Sept. 16 to 19. Scheduled to address the convention Sept. 17, Senator Dill now is collating data received from stations in reply to a questionnaire sent them Aug. 6 eliciting information on the press-radio situation generally.

From sources close to the Washington Senator it was learned that he has not definitely decided to invade the radio-press field, but still clings to his oft-expressed belief that there is room for a nationwide radio press organization, utilizing short waves for distribution of the news. He has delved into the matter of availability of frequencies for such a service, and also has been in contact with RCA Communications, Inc., to ascertain what sort of arrangement could be made to use their domestic high-speed radio printers for news distribution.

Interested in News Service

SENATOR DILL has also been in negotiation with the American Newscasting Association, of Washington, now headed by Arnold Kruckmann, which is supplying some stations with news dispatches. One report is that he has already invested some money in this organization, and plans to expand it into a nation-wide radio press association, fully competitive with the newspaper press associations, if the reaction of the broadcasting stations is favorable.

Three months ago, BROADCASTING first reported that Senator Dill was considering retirement from Congress to return to private business. At that time he had in mind entering the radio-news field, among several other business propositions.

During the past fortnight Senator Dill has been criticized for sending out the press-radio questionnaire under his Congressional frank and at government expense for the gathering of material for his NAB speech. Replying to this criticism, the Senator said he regarded the matter as one of public business. Among other things, he declared, he may desire to offer an amendment to the communications bill, if a special session of Congress is called. Moreover, he declared he might want to make a speech in the Senate on this matter at such a special session, all of which he termed public business.

Letter Expresses Need

IN HIS LETTER of Aug. 6, accompanying the questionnaire, Senator Dill said he desired the information for his NAB speech. He said he was anxious to know just what the individual stations were doing as to broadcasting news.

"Personally," he wrote, "I believe the American people want flashes and spot news by radio. Since the press associations refuse to allow the use or sale of their reports, it would seem the radio stations might well form a great associated radio service, planned and operated without profit, somewhat after the Associated Press or the United Press, such organization to be owned by the stations and managed by directors chosen by them.

"Recent developments of short wave teletype machines would make it possible to keep down transmission costs and give exclusive service to stations in the organization.

"Such a service would really be an aid to newspapers, because the newspaper will always have its field as a journal and must always be depended upon to give detailed accounts and to keep permanent records of news events."

The questionnaire propounded a series of inquiries relating to radio news broadcasts. It inquired whether the station favored sponsorship of news flashes; whether it subscribed to the Press-Radio Bureau service, and whether it was satisfactory; whether the station favored a cooperative radio press association, and an estimate of how much the particular station could expend for exclusive news.

Senator Dill repeatedly has criticized the Press-Radio Bureau service, worked out by the press associations in cooperation with the networks, as inadequate and unfair. In his NAB speech it is his plan to discuss the entire radio news situation at great length and to ask the industry for its reaction.

Corporate Setup Of Stations Probed

COMPLETE information regarding the stock holdings and control of broadcasting stations, as well copies of arrangements or agreements affecting the conduct control of such stations, must filed with the Broadcast Division of the FCC on or before Sept under an order (Order No. issued by the division Aug. 21 amended Aug. 28. The order promulgated in compliance with the new communications act covers general experimental, mutual, relay stations and all other classes of broadcast licenses, as well as broadcasting.

If the licensee is a corporation it must submit the following information as of July 15, 1934: (a) a list of the stockholders of record together with the address and the amount of stock held by each; (b) whether the stock is voted by any person other than the record holder, and if so, copy of the agreement or other instrument authorizing same; (c) a list of the officers and directors of said corporation, together with their addresses and the amount of stock held by each; (d) any other arrangement or agreement with any person or corporation which may affect the conduct or control of the business of the licensee corporation.

If the licensee is a partnership, association, organization or company other than a corporation, it must submit (a) a list of the persons or corporations owning an interest therein, the amount of interest held by each person or company, and their addresses; (b) a list of the officers and directors and their addresses.

In addition, the order requires all licensees to inform the Commission of any changes subsequent to July 15, 1934, in the ownership of stock, the issuance of additional shares of stock, etc. The FCC intends to keep on file complete data regarding the corporate setup of every station.

Mentho-Kreoamo Account

MENTHO-KREOAMO Co., Clinton, Ill. (cold remedy), has placed orders for daily announcements on WLS, Chicago; WJR, Detroit; WFBM, Indianapolis; KMOX, St. Louis, and WTMJ, Milwaukee, for a schedule to begin Nov. 1. The account is handled by Wade Advertising Agency, Chicago.

New Roofing Account

SISALKRAFT Co., Chicago (roofing material), is buying daily announcements on stations in the Middle West, including WOC, WHO, Des Moines; WLS, Chicago; WJR, Detroit, and KMOX, St. Louis. The account is handled by Russel T. Gray, Inc., Chicago.

U. S. Files Suit to Dissolve ASCAP

Climax of Four-Year Campaign Comes on Eve of Rate Rise; End of Society Seen in Government's Anti-Trust Action

By SOL TAISHOFF

CLIMAXING a four-year campaign of the broadcasting industry against the allegedly extortionate royalty demands of the music combine, the U. S. Department of Justice on Aug. 30 filed in the Federal District Court for the Southern District of New York a suit under the Sherman anti-trust law asking dissolution of the American Society of Composers, Authors & Publishers, Music Publishers Protective Association and the Music Dealers Service, Inc., interlocking organizations which are charged with monopolizing music performing rights.

The suit also named approximately 125 officers and directors of the organizations, including such figures as Gene Buck, ASCAP president; E. C. Mills, its general manager; Nathan Burkan, its general counsel, and John G. Paine, president of the MPPA.

In short, the government suit seeks to establish a system of fees based upon the actual use made of public performance rights and to substitute competition among copyright owners for the existing alleged monopoly. Millions of dollars in copyright fees are paid annually to ASCAP and its associates by public performers of all classes. More than 1,000,000 copyrighted musical compositions and titles are involved in the litigation.

In addition to the dissolution prayer, the government suit asks that existing contracts of ASCAP with broadcasters and with its other so-called "victims" be declared invalid. Likewise it requests that contracts under which ASCAP and MPPA act as the agents for authors, composers and publishers be declared invalid.

Eve of Third Year

THE PETITION bears the signatures of Harold M. Stevens, Assistant Attorney General in charge of the anti-trust division of the Department of Justice; Andrew W. Bennett, special assistant to the Attorney General, who also has devoted his entire time for several months to the government investigation of ASCAP; George P. Ault, special assistant who specialized in the ASCAP study, and Martin Conboy, U. S. Attorney for New York. The suit was filed at the direction of Attorney General Homer S. Cummings.

Whether by coincidence or not, the suit was filed less than 48 hours before the third and final year that the ASCAP performing rights contracts with the broadcasters was to become effective. On Sept. 1 broadcasters, under the three-year contracts accepted in 1932, when threatened with having performing rights for ASCAP music withdrawn altogether, will begin paying 5 per cent of "net receipts," plus "sustaining" fees. These contracts, accepted "under duress" after nearly a year of acrimonious negotiation, provided for 3 per cent of the net receipts of stations (which actually means gross income) plus an arbitrary sustaining fee for the first year; 4 per cent and the sustaining fee for the second, and 5 per cent and the sustaining fee for the third.

Prior to that time broadcasters had paid royalties on a flat rate, based upon station size and power, which netted ASCAP about $1,000,000 annually. During the first year of the new scale—a depression year—it is estimated ASCAP received some $300,000 more, and for the year just ended the estimated royalties were approximately $2,500,000.

The government suit appears to follow closely the oft-expressed views of Philip G. Loucks, NAB managing director, for action against ASCAP. It was filed in the same court where there now is pending the dissolution suit of WIP, Philadelphia, against ASCAP. This latter suit, filed on Sept. 1, 1933, was in the nature of an NAB test case, and was handled by the law firm of Newton D. Baker, former Secretary of War, retained as NAB copyright counsel. This case, alleging ASCAP to be an illegal combination in violation of the anti-trust laws, is now awaiting trial. As a result of the new suit, however, it is likely that the WIP suit will be postponed.

The suit is regarded as one of the most important filed by the Department of Justice in many years. The petition asks specifically that all contracts between publisher and composer members of ASCAP with ASCAP, all contracts between the members of the MPPA and the MPAA and President Paine as "agent and trustee," all contracts between ASCAP and the broadcasters, and all contracts between Paine and the electrical transcription companies be "declared illegal and void."

Of more than usual significance is the fact that the government is proceeding not only against the three main organizations and their officers and directors but also against individual members. The suit asks that the defendants be restrained from entering into similar contracts; from joining any similar firm, corporation or society for the purpose of issuing blanket licenses for the public performance of music for profit "unless the facilities of such firm, association, corporation or society is open to every copyright owner on equal terms, and unless license fees to be collected pursuant to such blanket licenses are determined by individual copyright owners for each musical composition owned by them; and from instituting infringement suits against any licensee upon the giving of bond by such licensee to insure payment of a reasonable charge as the court may determine or as may be arrived at between licensee and individual copyright owner."

Others Affected by Suit

DIRECTLY affected by the suit are the licensing arrangements of ASCAP and its allied groups not only with broadcasters but also with motion picture producers and exhibitors, hotels, dance halls, night clubs, recording companies, electrical transcription companies and other users of public performing rights. The suit is the culmination not only of investigations by the Department of Justice, but also of the Federal Trade Commission.

While the suit came on the eve of the date when broadcasters' percentage payments increase from 4 to 5 per cent, it was understood that it would not prevent the new rate from becoming effective. Until a decision is reached in the suit, existing contracts remain in full force and effect.

When asked about the suit, Mr. Loucks asserted: "It is the most important development in the copyright situation since the advent of broadcasting. It amounts to a showdown in a controversy which has had its ramifications in the Congress, the courts and in various government departments over a period of many years."

"The filing of the suit," said Oswald F. Schuette, NAB copyright advisor, "vindicates the contention of the broadcasters that they have been the victims of an illegal monopoly. It ought to be the end of these extortionate practices."

Suit Broke Suddenly

FILED just as BROADCASTING went to press, the government petition broke like a bombshell. While it has been known that both the Department and the Federal Trade Commission have been investigating ASCAP for many months, there was no definite indication that the suit would be filed so promptly. In its last few issues, BROADCASTING has made mention of the tense situation growing out of the Department's investigation. During this time ASCAP also has been having its troubles in renewing contracts with its own publisher members. These contracts would expire next year and were to be renewable for 10 years.

The bulk of the credit for whipping the suit into final shape goes to Mr. Bennett, brilliant young attorney appointed special assistant to the Attorney General a few months ago. With wide experience in anti-trust work, he plunged into the task begun by his predecessors in the Department and procured sufficient evidence to get approval of the Attorney General for filing of the suit. He had the benefit of the extensive preliminary investigations made by Joseph Klein, attorney investigator of the Trade Commission.

Copyright Chronology in Brief

1931—Expressing dissatisfaction over royalties received from broadcasting industry, amounting to approximately $1,000,000 annually on a flat-fee basis, ASCAP launches movement to find "yardstick" as a means of increasing its income from radio.

April, 1932—Following fruitless negotiations, ASCAP announces new "yardstick" under which stations would be forced to sign three-year contracts whereby they would pay to ASCAP 3 per cent of net receipts, plus arbitrary sustaining fees for the first year, 4 per cent for the second and 5 per cent for the third, beginning June 1, 1932. Estimated this would increase tribute to ASCAP by 300 per cent.

March, 1932—Numerous bills are introduced in Congress to protect the broadcasting industry generally from ASCAP onslaughts. Hearings held in Senate and House committees, and Sirovich bill goes to House in June.

May, 1932—NAB refuses to accept new yardstick, declaring it extortionate. Moratorium is declared until Sept. 1. NAB appoints special copyright committee to negotiate with ASCAP. Names Oswald F. Schuette, famed "trust-buster" as copyright director.

August, 1932—ASCAP breaks off negotiations with NAB, declaring it is not representative of industry and sets out to negotiate individually with stations. Movement started for legislation to stop ASCAP.

September, 1932—Three-year scale, plus sustaining fees, forced upon broadcasters by ASCAP under threat of withdrawing right to perform music at all if contracts not accepted. NAB announces it accepted contracts "under duress." Schuette given plenary powers for industry.

December, 1932—Broadcasters wage war on ASCAP. Department of Justice begins investigation of ASCAP to ascertain whether it is illegal monopoly, and gets files on old investigation from Federal Trade Commission.

February, 1933—Newton D. Baker, former Secretary of War, retained as counsel for NAB, as ASCAP offers to "reopen negotiations."

April, 1933—To justify royalty demands from radio, ASCAP hires Ivy Lee, professional propagandist. First blast is publication titled *Words & Music*, sent to members of Congress and others in public life.

April, 1933—NAB opens 3-point campaign on ASCAP, joining with other "victims." Radio Program Foundation is established as industry subsidiary, designed to be wholly-owned music and program reservoir for radio and release it from dependence upon ASCAP.

July, 1933—NAB Radio Program Foundation acquires rights to G. Ricordi Catalog as first step in movement to build reservoir.

March, 1933—Music Publishers Protective Association, ASCAP affiliate, demands new rate of 25 cents per number for electrical transcriptions, instead of 2 cents per record.

September, 1933—WIP, Philadelphia, files suit against ASCAP for its dissolution in Federal District Court for Southern District of New York, as test case.

October, 1933—NAB, at annual convention, declares war anew and raises "war chest" for campaign against ASCAP. Isaac D. Levy, elected treasurer and given charge of war chest. Joseph C. Hostetler, Baker law-partner, carries legal fight.

August, 1934—U. S. Government files suit in Federal District court for Southern District of New York for dissolution of ASCAP under Sherman anti-trust act.

XUM

Real Silk Hosiery Trade Gains 60% Through Radio Ads

Campaign Has Turned Buyers To Higher Priced Goods

REAL SILK Hosiery Mills, Indianapolis, credits its radio advertising with being chiefly responsible for marked sales increase that now represent a monthly average that is 60 per cent above that of last year, according to Leo Burnett, vice president of Erwin, Wasey & Co., agency handling the account.

The NBC campaign began Feb. 5, 1933, with a very limited appropriation. The Real Silk hookup now includes 44 NBC-WJZ and supplementary stations from coast to coast.

Supplementary Benefits

BESIDES the sales gains, Mr. Burnett attributes supplementary benefits to its radio advertising. The classified advertising cost incurred by the sales department has been cut down considerably, he said, as there are always applicants for jobs as salesmen, their interest being aroused by the radio program.

Another important supplementary advantage is that radio has cut down expenditures for what are known as "door openers"—that is novelties used by the salesmen to obtain a hearing—to approximately half the amount normally spent prior to the radio campaign. Radio has proved itself to be an amazingly effective "door opener" for the Real Silk salesmen, who now report a great increase in "appointment business," that is calls on new prospects arranged on the recommendation of their satisfied customers.

Better Class Business

A YEAR ago 70 per cent of the Real Silk business was secured on the lower-priced lines, whereas now the situation is reversed. Several of the lower-priced items may be discontinued as a result.

Real Silk has continued its broadcast advertising throughout the summer, using Charles Pevin's dance orchestra and guest artists.

WWJ Builds Staff

CLAIMING the distinction of being the oldest broadcasting station still on the air, WWJ, Detroit, on Aug. 20 observed its fourteenth anniversary. At the same time, the *Detroit News*, operator of the station, announced the appointment of Valbert R. Coffey, member of the Detroit Symphony Orchestra and a noted director and arranger, as musical director, and Wynn Wright as dramatic director. Mr. Wright's appointment is effective Sept. 10. He comes from the NBC production staff in Chicago, where he produced the Frank Buck series, although he started his radio career at WWJ. Ole Foerch will remain as associate of Mr. Coffey.

FIRE on Aug. 20 did damage reported at $25,000 to CFRB, Toronto. The fire started in the control room in the early morning after the staff had closed up.

LIVE TALENT AND LOCAL BUGABOOS

Advertiser Sponsors 65-Voice Business Men's Choir, Proving Worth of Big Local Program

By HARRY CLARKE
Clarke's Clothiers, Tulsa, Okla.

THE PRODUCTION of live talent shows for the small, independent or local advertiser need not be a bugaboo if the merchant uses his initiative, prepares the proper advertising copy, and at the same time, selects the proper talent.

After having been a consistent radio advertiser over a period of nearly four years, I have proved this fact to my own satisfaction in my own business. As a result, I have been told that during recent months, I succeeded in presenting one of the finest live-talent programs, using probably the largest cast for production, of any radio advertiser operating a small business in a city of less than 200,000 population.

It was almost four years ago that I first went on the air over KVOO, Tulsa, making my own spot announcements. For several years we built our business on a personality basis.

Radio offered a very unusual opportunity for a presentation of personality and for making new friends. Every morning at the breakfast hour, during these years, a KVOO announcer has presented: "Mr. Harry Clarke, of Clarke's Clothiers."

I arranged programs and the production department of KVOO helped prepare my live talent programs. There always seemed to be something lacking in these programs, however. There was not the individuality, the personality, and the distinction to the program, typical of the foundation on which we had built our business. For several years I attempted to find a program, but two obstacles always confronted me. They were, first, talent was not suitable and second, if the talent was good, the cost was prohibitive.

In November, 1933, KVOO dedicated its 25,000-watt transmitter. A one-hour program was presented on NBC network from the Tulsa studios and transmitter building. Outstanding on the program was the presentation of "The Tulsans," a 65-voice male chorus, made up of Tulsa business men whose chief diversion was in taking part in the chorus and presenting three concerts in the city annually.

Putting a Dream on Air

DREAMS of a commercial program in which I could present "The Tulsans" turned over in my mind. Always, there was the thought of cost. During a trip to Chicago and New York, I called on manufacturers, told them of my dream for a local radio program. I showed them reports of our increase in business and cited radio as the cause for this gain. Response to my request for help in staging such a mammoth local program was somewhat discouraging.

I returned to Tulsa resolved that by some means I would present a program which would not only make listeners in our trade area realize the distinctiveness and the individuality of Clarke's Clothiers but would make national manufacturers believers in my theory of radio advertising.

I succeeded in getting my program at a nominal cost. "The Tulsans" needed advertising as a civic movement. Our deal was made for a series of weekly programs, which cost me far less than the average radio advertiser would believe possible.

MR. CLARKE

We adopted a definite standard for the quarter-hour programs. The announcer again introduced "Mr. Harry Clarke, of Clarke's Clothiers." I restricted my commerical announcement to 100 words, and then introduced the leader of the chorus. He in turn announced his own program. The musical portion of the program was uninterrupted by commercial announcements, and my name was not mentioned again until the close of the program, when I again presented a closing 100-word commercial announcement.

Results Gratifying

THE RESULTS were indeed gratifying. Telephone calls, letters and telegrams showed that I finally had found a program with a definite listener appeal. Personal calls to our store showed that I was building real friendship and good will. Letters from wholesalers and manufacturers who heard the program on KVOO showed that they, too, were seeing the possibilities of local advertising, through their merchants, and at not too great a cost.

I proved to myself several valuable points through these programs: first, the production of really good, live talent shows is not impossible for the small advertiser; second, the use of more than 200 words of commercial copy with each quarter hour program is not essential; and third, the listening public is responsive to high-class, well-produced radio shows.

Ohio Primary Hookups

EMPLOYING special hookups of Ohio stations, William Pickrel, candidate for the Democratic nomination for governor, went on the air four times during the first two weeks of August. The hookups, keyed from WHK, Cleveland, included WADC, Akron; WAIU, Columbus, and WKRC, Cincinnati, and on the final evening before the primary vote WSMK, Dayton, was added.

State Trade Data Shown in Reports

Census Bureau Announces Preliminary Tabulations

PRELIMINARY figures from the 1934 census of American business, being completed by the U. S. Census Bureau, are now available for most of the individual states on retail and wholesale trade and service establishments, places of amusements and hotels. The data should prove valuable to broadcasters, agencies and advertisers, and can be obtained from the Census Bureau at Washington without cost.

A national summary on the entire census has also been released in preliminay form, showing monthly employment data by kinds of business for 1933, as well as final summaries on the three phases of the trade survey.

The final summaries will show retail distribution by areas and kinds of business in 1933. Tables will show the number of stores, net sales, number of proprietors, average number of full-time employes, total reported payroll, part-time payroll and reported expenses including payroll.

The wholesale trade reports will show the following information for each kind of business by type of establishment: number of establishments, net sales, reported expenses, average number of full-time employes, total reported payroll, part-time payroll and stocks on hand.

Summaries on service establishments, places of amusement and hotels will show for each kind of business the number of establishments, number of proprietors, average number of full-time employes, total reported payroll, part-time payroll and total receipts.

The information will subsequently be shown separately for all the United States, states, and cities of over 500,000 population, with the retail trade data being presented by 53 kinds of business, the wholesale trade by 25 kinds of business and the service establishments by 50 kinds of business.

Clear Channel Study

ACTION on the petition of 16 clear channel stations for an investigation of clear channels and a re-statement of regulations regarding them, has been deferred temporarily by the FCC pending a study of the proposal by its Engineering Department. It is thought possible that the Broadcast Division will call a general hearing on this subject this fall, in line with the views of both its engineering and legal departments. Until the so-called "25 per cent" hearings to begin Oct. 1 are cleared away, it is doubtful whether the Broadcast Division will schedule hearings.

Checks All Scripts

JEANETTE McRORY, formerly advertising manager of the Consolidated Gas Co. of New Jersey, has been appointed assistant to the chief of the NBC continuity department, New York. She will check all commercial scripts. Effective with Miss McRory's appointment, the checking will be centralized in one department for the sake of efficiency, and it is understood that no change in policies is involved.

Drugs, Toilet Goods Surpass Foods

Spurt of 82.5% on Network Upsets Four-Year Standing; Tobacco and Autos Rise as Oils are Replaced

By GILBERT CANT

ON THE BASIS of figures compiled by NBC for the first six months of the current year, drug and toilet goods advertisers have, for the first time since commercial broadcasting began, taken first place over all other classifications of network advertisers. The classifications used are those of *National Advertising Records* and cover both major network organizations.

Foods and food beverage accounts, which for the last four years have occupied first place, are now shown to be second. It is noteworthy that the five groups which headed the list in 1932 and again in 1933 are still at the top this year, but in different order. Not one of the five retains the same comparative position.

Tobacco accounts have moved up from fourth place last year to third; automotives have risen from fifth to fourth, and the oil group has dropped from third to fifth.

Liquors Rank Tenth

THE ONLY new classification added this year is that for wines, beer and liquors. Already it is in tenth place, despite the difficulty of planning a radio campaign for products the advertising of which is supposed to stop and start at state lines, and is hedged around by such a multiplicity of laws and regulations. By a coincidence, the next ranking classification, now in eleventh place, is that for radios, phonographs and musical instruments, which in 1928 and 1929 headed the list of all advertisers. Among the remaining groups there are no striking changes.

There are interesting comparisons to be made with the ranking for the same industries in magazine advertising, which also are shown in the table herewith. The two leaders are the same as in radio, but tobacco business occupies only sixth place in magazine income; the oil group drops to thirteenth, and confectionery and soft drinks, which are seventh in radio, are down to fifteenth in the periodicals.

On the other hand, the printed page is widely sold to advertise house furniture and furnishings, which business ranks fourth, while in radio it drops to ninth. Travel and hotel business, of course, is more favorable to the magazines, ranking seventh, as compared with eighteenth on the air.

The scrap-heap classification, "Miscellaneous," is still more important to the magazines than to the networks, being placed ninth and sixteenth, respectively, though the table recalls that in 1928 it held second place in broadcasting.

Ranking of Advertisers

	Networks 1934	*Magazines 1934*
	First 6 mo.	
Drugs and Toilet Goods.	1	1
Foods and Food Beverages	2	2
Cigars, Cigarettes and Tobacco	3	6
Automotive	4	3
Lubricants, Petroleum Products & Fuel	5	13
Soaps & Housekeepers' Supplies	6	5
Confectionery & Soft Drinks	7	15
Financial & Insurance	8	10
House Furniture and Furnishings	9	4
Wines, Beers & Liquors.	10	11
Radios, Phonographs & Mus. Instruments	11	22
Clothing and Dry Goods.	12	8
Stationery & Publishers.	13	14
Office Equipment	14	21
Paints & Hardware	15	19
Miscellaneous	16	9
Building Materials and Equipment	17	12
Travel and Hotels	18	7
Garden and Field	19	23
Machinery, Farm Equipment & Supplies	20	24
Jewelry & Silverware	21	20
Shoes, Furnishings, Trunks & Bags	16	
Sporting Goods	17	
School, Camps & Correspondence Courses	18	

Oils Alone Show Drop

THE SECOND table reproduced here, comparing network radio expenditures of the six leaders during the first half of 1934 with the first half of 1933, shows that, although foods and food beverages dropped to second place in rank, these accounts spent more on the air this year than last by 33 per cent. In other words, it is not because their business has decreased, but that the drug and toilet goods group has increased its expenditures more than the food group, the table showing the amount as 82.5 per cent.

The only classification which shows a lower expenditure for radio this year than last is the oil and petroleum division, and it is noteworthy that, though there is a drop this year of 24 per cent, this particular industry had a disproportionately heavy expenditure in 1933, as compared with other industries. While the entire network business dropped 19 per cent from 1932 to 1933, the oil group increased its expenditures by 56 per cent. Thus if the exceptional year 1933 is eliminated, the oil group has a consistent upward trend.

Of the six leaders listed, five show increased expenditures for network broadcasting this year, the percentages ranging from 18 to 122. The same industries' expenditures for magazine space show three increases and three decreases. While radio is receiving 112 per cent more business from the automotive class of client, the magazines' increase is just half as great—56 per cent. Their tobacco business has increased 24 per cent, while for radio the rise is only 18 per cent, but their drug business has added only 4 per cent, against 82 for radio.

Most striking of all is the disparity in the soaps and housekeepers' supplies group. Where radio records an advance of 122 per cent, the magazines show a loss of 3 per cent. They lost 9 per cent in the oil group, against radio's 24; and lost 2 per cent in the food and food beverage group where network broadcasting registered a 33 per cent gain.

New Agency Formed

FORMATION of a new national advertising agency, to be known as Morris, Windmuller & Enzinger, Inc., with headquarters in Chicago, has been announced. To handle the Premier-Pabst Sales Co. account (Blue Ribbon beer, malt and ale), among others, the agency is expected to have a radio department. The heads are Philip Morris, former vice president and secretary of Matteson-Fogerty-Jordan Co., Chicago; George Enzinger, who resigned as president of the United States Advertising Corp., Chicago, effective Sept. 1, and Robert L. Windmuller, former sales executive of the O'Cedar Corp. Headquarters have been established in the Carbide & Carbon Bldg., 230 N. Michigan Ave., Chicago.

HAVING secured a power boost to 2,500 watts daytime from the FCC recently, WDAF, Kansas City, has nevertheless reduced its day rates to one-third the basic night rate.

Network Radio Expenditures by Six Leading Industrial Classes

(First Six Months of 1934 vs. First Six Months of 1933)

Industrial Classification	NETWORK RADIO EXPENDITURES *First six mos. 1933*	*First six mos. 1934*	*% Gain*	*% Loss*	MAGAZINES *% Gain*	*% Loss*
1. Drugs and Toilet Goods	$3,738,067	$6,823,031	82.5	...	4.4	..
2. Foods and Food Beverages	4,418,080	5,885,183	33.2	...	...	2.1
3. Cigars, Cigarettes & Tobacco	1,746,934	2,068,181	18.4	...	24.0	..
4. Automotive	923,849	1,958,611	112.0	...	56.0	..
5. Lubricants, Petroleum Products & Fuel.	1,908,290	1,456,530	....	23.7	...	9.3
6. Soaps & Housekeepers' Supplies	476,062	1,058,404	122.3	...	...	3.2

Censorship Scheme Refuted by Payne

Responsible Expression on Air Safe, FCC Member Asserts

Mr. Payne

THE conviction that censorship of either radio or the press is "impossible" in the United States because the American people would not tolerate it, was expressed by FCC Commissioner George Henry Payne in an interview Aug. 21 broadcast over a nation-wide NBC-WEAF network.

Interrogated by Martin Codel, publisher of BROADCASTING Magazine, in the second of a series of interviews with FCC members, Mr. Payne said "personally I cannot conceive that such a thing is possible in our country." There is nothing in the law to permit censorship, he said, and there is nothing on the record to show that such a thought was in anyone's mind at the time the law was being framed and discussed in Congress.

Holds Censorship Impossible

"It is impossible to conceive that the American people would tolerate censorship either of the press or of radio—in the latter case, at least, in so far as freedom of responsible expression is involved," the commissioner declared. "And while, as I say, we must respect the opinions of those whose fears are prompted by a conscientious vigilance, we need not be disturbed by those who are uneasy over what never will and never can happen."

A former newspaperman himself, and author of a standard textbook on the history of American journalism, Mr. Payne reviewed the history of freedom of expression. He asserted that the First Amendment to the Constitution guarantees freedom of the press, and that he believed that since this amendment became in force in 1791 "not a single law or measure that would impair its effectiveness has been proposed or advocated by any responsible person."

The broadcast was opened with messages to Commissioner Payne which illustrated the various forms of communication which come under the jurisdiction of the FCC. The messages, read over the air, were by telegraph from Senator Hiram Johnson, California; by ship radio from Ambassador Jesse I. Strauss to France, from the high seas; by cable from Robert W. Bingham, Ambassador to England, and by ship and international radiotelegraphy from Senatore Marconi, from aboard his yacht in the Adriatic Sea.

KNX-WGN Concordat

KNX, Hollywood, and WGN, Chicago, have entered into a reciprocal arrangement whereby each carries spot announcements calling attention of potential advertisers to the other station. WGN will suggest that Chicago firms use KNX for coast coverage, while KNX will ask coast advertisers to consider WGN for covering the midwest.

Canadian Broadcasting Allocations, Effective Sept. 1, 1934

BECAUSE of the numerous changes made in Canadian station assignments by the Canadian Radio Broadcasting Commission, and because of the important relationship of such assignments to broadcasting in the United States, we publish herewith the official new log of Canadian stations as corrected to date by the Canadian Commission.

CALL LETTERS	LOCATION	LICENSEE	POWER (watts)
540 Kilocycles			
CJRM	Moose Jaw, Sask.	Jas. Richardson & Sons, Ltd.	1,000
550 Kilocycles			
CFNB	Fredericton, N. B.	Jas. S. Neill & Sons, Ltd.	500
580 Kilocycles (U. S.-Canadian Shared)			
CKUA	Edmonton, Alta.	University of Alberta	500
CKCL	Toronto, Ont.	Dominion Battery Co., Ltd.	100
CHRC	Quebec, Que.	CHRC, Ltd.	100
600 Kilocycles (U. S.-Canadian Shared)			
CJOR	Vancouver, B. C.	G. C. Chandler	500
CFCO	Chatham, Ont.	John Beardall	100
CFCF	Montreal, Que.	Canadian Marconi Co.	500
630 Kilocycles (U. S.-Canadian Shared)			
CKOV	Kelowna, B. C.	Okanagan Broadcasters, Ltd.	100
CJGX	Winnipeg, Man.	Dawson Richardson Pub., Ltd.	500
CFCY	Charlottetown, P.E.I.	Island Radio Broadc't'g Co., Ltd.	500
690 Kilocycles (Canadian Exclusive)			
CJCJ	Calgary, Alta.	The Albertan Publishing Co., Ltd.	100
CFRB	Toronto, Ont.	Rogers Majestic Corp., Ltd.	10,000
730 Kilocycles (Canadian Exclusive)			
CJCA	Edmonton, Alta.	The Edmonton Journal	500
CFPL	London, Ont.	London Free Press & Ptg. Co., Ltd.	100
CKAC	Montreal, Que.	LaPresse Publishing Co., Ltd.	5,000
780 Kilocycles (U. S.-Canadian Shared)			
CHWK	Chilliwack, B. C.	Chilliwack Broadcasting Co., Ltd.	100
840 Kilocycles (Canadian Exclusive)			
CFQC	Saskatoon, Sask.	The Electric Shop, Ltd.	1,000
CRCT	Toronto.	Canadian Radio B'cst'g. Com'n.	5,000
880 Kilocycles (U. S.-Canadian Shared)			
CRCO	Ottawa, Ont.	Canadian Radio Broadc't'g Com'n.	1,000
CFJC	Kamloops, B. C.	Review Publishing Co.	100
890 Kilocycles (U. S.-Canadian Shared)			
CJIC	Sault Ste. Marie, Ont.	J. G. Hyland and J. C. Whitby	100D
910 Kilocycles (Canadian Exclusive)			
CJAT	Trail, B. C.	Kootenay Broadcasting Co., Ltd.	250
CRCM	Montreal, Que.	Canadian Radio B'cst'g. Com'n.	5,000
930 Kilocycles (Canadian Exclusive)			
CFAC	Calgary, Alta.	The Calgary Herald	100
CFCH	North Bay, Ont.	Northern Supplies, Ltd.	100
CKPC	Brantford, Ont.	Telephone City Broadcasting, Ltd.	100
CFLC	Prescott, Ont.	Radio Assn. of Prescott	100
CKPR	Fort William, Ont.	Dougall Motor Co., Ltd.	50
CHNS	Halifax, N. S.	Maritime Broadcasting Co., Ltd.	500
950 Kilocycles (U. S. Regional and Canadian Local)			
CRCS	Chicoutimi, Que.	Canadian Radio B'cst'g. Com'n.	100
960 Kilocycles (Canadian Exclusive)			
CKY	Winnipeg, Man.	Manitoba Telephone System	15,000
1010 Kilocycles (U. S.-Canadian Shared)			
CKCD	Vancouver, B. C.	Vancouver Daily Province	100
CKWX	Vancouver, B. C.	Western Broadcasting Co., Ltd.	100
CHWC	Regina, Sask.	R. H. Williams & Sons, Ltd.	500
CKCK	Regina, Sask.	Leader-Post Limited	500
CHML	Hamilton, Ont.	Maple Leaf Radio Co., Ltd.	50
CKCO	Ottawa, Ont.	Dr. G. M. Geldert	100
CKIC	Wolfville, N. S.	Acadia University	50
1030 Kilocycles (Canadian Exclusive)			
CFCN	Calgary, Alta.	W. W. Grant & H. G. Love	10,000
CKLW	Windsor, Ont.	West'n Ont. Broadcasting Co., Ltd.	5,000
1050 Kilocycles (U. S. Clear, Now Partly Shared)			
CRCK	Quebec, Que.	Canadian Radio B'cst'g. Com'n.	1,000
1100 Kilocycles (U. S. Clear, Now Partly Shared)			
CRCV	Vancouver, B. C.	Canadian Radio Broadc't'g Com'n.	1,000
1120 Kilocycles (U. S.-Canadian Shared)			
CKOC	Hamilton, Ont.	Wentworth Radio Broadcasting Co., Ltd.	1,000D, 500N
CHLP	Montreal, Que.	LaPatrie Publishing Co., Ltd.	100
CHSJ	St. John, N. B.	New Brunsw'k B'c'st'g Co., Ltd.	100
1200 Kilocycles (U. S.-Canadian Shared)			
CHAB	Moose Jaw, Sask.	Moose Jaw Radio Association	100
CKTB	St. Catherines, Ont.	E. T. Sandell	100
1210 Kilocycles (U. S.-Canadian Shared)			
CKBI	Prince Albert, Sask.	Prince Albert Radio Club	100
CKMC	Cobalt, Ont.	R. L. MacAdam	50
CKCH	Hull, Que.	Radio B'cst'g. Co. of Hull, Ltd.	100
CHNC	New Carlisle, Que.	Gaspesian Radio B'cst'g. Co., Ltd.	100
1230 Kilocycles (U. S.-Canadian Shared)			
CJOC	Lethbridge, Alta.	H. R. Carson, Ltd.	100
1240 Kilocycles (U. S. Regional)			
CJCB	Sydney, N. S.	N. Nathanson	1,000
1260 Kilocycles, U. S. Regional			
CFTP	Edmonton, Alta.	Taylor & Pearson, Ltd.	100
1310 Kilocycles (U. S. and Canadian Local)			
CJKL	Kirkland Lake, Ont.	O. J. Thorpe	100
CKCV	Bourgeois, Que.	Vandry, Inc.	50
CJLS	Yarmouth, N. S.	Laurie L. Smith	100
CHCK	Charlottetown, P.E.I.	W. E. Burke & J. A. Gesner	50
1370 Kilocycles (U. S. and Canadian Local)			
CKCW	Moncton, N. B.	Moncton Broadcasting Co., Ltd.	100
1390 Kilocycles (U. S. Regional and Canadian Local)			
CJRC	Winnipeg, Man.	Jas. Richardson & Sons, Ltd.	100
1410 Kilocycles (U. S. Regional and Canadian Local)			
CKFC	Vancouver, B. C.	United Church of Canada	50
CKMO	Vancouver, B. C.	Sprott-Shaw Radio Co.	100
1420 Kilocycles (U. S. and Canadian Local)			
CKGB	Timmins, Ont.	R. H. Thomson	100
CKNC	Toronto, Ont.	Canadian Nat'l Carbon Co., Ltd.	100
1450 Kilocycles (U. S. and Canadian Regional)			
CFCT	Victoria, B. C.	Victoria Broadcasting Association	50
CKX	Brandon, Man.	Manitoba Telephone System	500
1500 Kilocycles (U. S. and Canadian Local)			
CHGS	Summerside, P. E. I.	R. T. Holman, Ltd.	50
1510 Kilocycles			
CKCR	Waterloo, Ont.	Wm. C. Mitchell & G. Liddle	100
CFRC	Kingston, Ont.	Queen's University	100

FOLLOWING closely the Federal Radio Commission's mileage separations, adopted also by the new FCC, the Canadian Radio Broadcasting Commission has ordered a reallocation of 16 Canadian stations which will materially affect listenership throughout the Dominion. United States stations on the same or adjacent wave lengths may also be affected, although serious interference is not regarded as likely in view of the close adherence by Canadian engineers to the technical standards laid down in Washington.

Canada adds at least four more channels to the ones she has hitherto been using under the old U. S.-Canadian wave length agreement, bringing its total to 33. All but the six Canadian exclusive channels, the two Canadian-shared U. S. clear channels, and the 540 kc. channel which Canada opened up and the United States has not yet attempted to use, are regionals or locals shared between the United States and Canada. Several of the regionals are new ones that were not listed in the previous U. S.-Canadian shared category.

Only One Exclusive

ON ONLY ONE of the Canadian exclusive waves is a single station assigned — namely, the 960 kc. channel, to which the Canadian Commission has assigned CKY, Winnipeg, with 15,000 watts, the highest power station in Canada. All of the other Canadian exclusives have two or more stations on them, except that the 540 kc. channel gets only CRJM, Moose Jaw, Sask., with 1,000 watts. The 540 kc. wave was originally opened up for what is now CKLW, Windsor, Ont., which under the September 1 allocations is shifted once more from 840 to 1030 kc.

The two former U. S. clear channels allocated to Canada under the U. S.-Canadian wave agreement get one station each, both of 1,000 watts. On 1050 kc., otherwise the clear channel of KNX, Hollywood, the Canadians have placed CRCK, Quebec City. On 1100 kc., otherwise the clear channel of WPG, Atlantic City, the Canadians have placed CRCV, Vancouver. Since practically the width of the continent separates these stations from the U. S. occupants of the same waves, no interference whatever is anticipated. In fact the U. S. stations, KNX with 50,000 watts and WPG with 5,000 watts, will for all practical purposes continue to be virtually clear channel outlets.

The Canadian Commission's own six outlets fared well in the new shifts. CRCT, Toronto, goes to 840 kc.; CRCO, Ottawa, stays on 840 kc.; CRCS, Chicoutimi, Que., shifts to 950 kc.; CRCM, Montreal, stays on 910 kc.; CRCK, Quebec City, stays on 1050 kc.; and CRCV, Vancouver, stays on 1100 kc.

The Canadian Commission also indicated that it intends, as the former Radio Commission already has done, to open the 1500-1600 kc. bands for experimental broadcasting services. Already assigned to 1510 kc. are CKCR, Waterloo, Ont., with 100 watts, and CFRC, of Queen's University, Kingston, Ont., with 100 watts.

SIR JOHN REITH, director-general of the British Broadcasting Corp., has accepted an invitation to go to South Africa the latter part of this year to help that country reorganize its broadcasting.

NAB Asks Stations to Submit Data for "25 Per Cent" Hearings

Statement Cites Thirteen Points to be Covered; Aylesworth and Paley May Testify October 1

WORKING diligently on the preparation of the case for the broadcasting industry to be presented to the FCC at the "25 per cent" hearings which begin Oct. 1, the NAB has sent to all member stations a statement outlining generally the type of testimony which individual stations should prepare for presentation to the FCC. The hearings were called pursuant to the provision in the new law instructing the FCC to study the proposal that Congress allocate fixed percentages of facilities to particular types of programs or to so-called non-profit organizations, like educational and religious institutions.

The statement, signed jointly by Philip G. Loucks, NAB managing director, and Henry A. Bellows, chairman of the legislative committee, emphasized the urgency of the hearings. It was asserted that every station in the country will be "on trial."

While the NAB will present the basic case for the industry, it is expected that both NBC and CBS will offer testimony individually for the major networks. The probability is that both M. H. Aylesworth, NBC president, and William S. Paley, CBS chief executive, will testify personally.

Procedure Unchanged

THE PROCEDURE specified by the Commission in its original order, adopted July 31, so far as is known at present, will be adhered to, despite requests that it be altered to permit cross-examination of witnesses. The hearing, under this order, will be open to any person or station licensee, or his attorney, who desires to submit information. It is scheduled to begin at 10 a. m., and may last for several days or a week.

Mr. Bellows volunteered his services in connection with the preparation of the broadcasting industry case. His vast experience in radio legislation, virtually since the enactment of the original law in 1927, qualifies him admirably for this post.

The NAB statement, citing 13 different matters which should be covered by stations in preparing their evidence, is prefaced with the suggestion that every station should be represented actively at the hearings, either in person or by sworn written statement.

No Formal Questionnaires

"THE FIRST thing for you to do, whether or not you can be personally present to testify at the hearings, is to prepare a full and clear statement of the actual facts regarding your station," the joint statement says. "This should be done so that the statement can be forwarded to the association in Washington not later than Sept. 15.

"We are not sending out a formal questionnaire, because it is better to have these statements in your own form, with such advice as you may feel like getting from your attorneys. But here is, in substance, what the Commission will want to know:"

1. THE CALL letters, location, power, frequency, time assignment, ownership and licensee of your station.

2. Length of time it has been in continuous operation under government license.

3. Approximate total capital investment.

4. Approximate total gross operating cost for the six months from Jan. 1 to June 30, 1934.

5. Average number of full-time employes during the six months from Jan. 1 to June 30, 1934.

6. Total number of part-time employes (such as musicians, actors, and any other persons employed on a part-time basis) actually paid by the station, or by others on account of broadcasts over the station, during the six months from Jan. 1 to June 30, 1934.

7. During the six months from Jan. 1 to June 30, 1934, what arrangements, if any, were actually in force covering broadcasts, whether of local or outside origin, *on behalf of* educational institutions or groups, civic or charitable organizations, churches and other religious bodies, political organizations, public health services, labor organizations, farm organizations, etc.? Make your answer to this question as complete as possible, indicating in each case whether or not the service was rendered by the station free of charge, and, if not, whether the charge made was the regular commercial rate or merely an operating charge to cover actual cost.

8. During the period above specified, what was the approximate total number of hours devoted by you to broadcasts of the type indicated in Question 7? How many of the hours thus devoted to broadcasts of this type came between 6 and 11 p. m.?

9. What is your general policy with respect to broadcasts of the type described in Question 7? Explain fully.

10. Do you exercise any control or censorship over programs of the type indicated in Question 7? Please cover this point fully.

11. What has been your experience with regard to listener interest in programs of the type specified in Question 7? Does your audience demand more lectures, talks and similar features, and, if so, of what types and at what hours? Have you found that such groups as those indicated in Question 7 are able, unaided by you, to put on programs which maintain a high degree of listener interest? What has been the effect on your audience of broadcasting such programs at frequent intervals? Please discuss in detail.

12. In addition to programs of the type covered in Question 7, that is to say programs broadcast in direct behalf of specific organizations, what features did you broadcast between Jan. 1 and June 30, 1934, that had a definite educational or informative value, as distinct from entertainment or advertising? Explain in detail.

13. During the period above specified, what was the approximate total number of hours devoted by you to broadcasts of the type indicated in Question 12? How many of the hours thus devoted to broadcasts of this type came between 6 and 11 p. m.?

MRS. FRANKLIN D. ROOSEVELT'S broadcasts for the Simmons Co., New York (beds and mattresses) will resume Sept. 4 on the NBC-WJZ network, Tuesdays, 9:30-10 p. m., EST., completing the remaining four of the series of five talks for which she was contracted. Her fees are devoted entirely to charities.

Richfield Reporter and Chief

WHEN 150 Richfield dealers and representatives met in the Olympic Hotel in Seattle Aug. 20 to discuss merchandising Richfield Oil Company's big new radio campaigns, Sam Hayes, noted on the Pacific Coast as "The Richfield Reporter," a news feature, flew from San Francisco to Seattle to attend. During the session he interviewed Chief Shelton of the Snohomish Tribe of Indians of Washington. Here he is shown at the KOMO microphone during the broadcast in the presence of the gathering.

Richfield Reporter Now Uses Commentator Style

"RICHFIELD Reporter," nightly on the NBC Pacific coast network, originating at KFI, Los Angeles, the middle of August was renewed for another year. H. C. Bernsten, Los Angeles agency, handles the account. Sam Hayes has been the Richfield Reporter for the past three years.

Under the renewal the Richfield Oil Company's nightly news period will change from straight news reporting to a commentator style of delivery. Upon the dropping of the straight news program on the Richfield period, the only coast stations not in the Press-Radio arrangement are KNX, Hollywood, and stations which subscribe to its news service.

Richfield Adds Series

IN ADDITION to continuing its sponsorship of the "Richfield Reporter" on the NBC-KGO network, Richfield Oil Co. of California, Los Angeles, on Sept. 9 will start the "Air Adventures of Jimmie Allen," a WBS transcription being sponsored highly successfully in the middle west by Skelly Oil Co., on nine Pacific Coast stations. The 15-minute series will run five times weekly for 26 weeks until Nov. 26, placed through the H. C. Bernsten Advertising Agency, Los Angeles. Stations signed for the account are KNX, KFWB, KFOX, KFXM, KFSD, KOIN, KPO, KJR and KGA.

Sponsors Sponsored Stars

A SPONSORED program featuring big-name artists sponsored on other programs will be inaugurated on a nation-wide NBC-WJZ network Sept. 15 when RCA Radiotron Co., Camden, N. J. (radio tubes), starts its "Radio City Studio Party," Saturdays, 9-9:30 p. m., EDST. Stars like Rudy Vallee, Paul Whiteman, etc., will be guests in the series, which is designed to call attention to the wealth of entertainment on the air and thus stimulate tube sales for improved reception. Lord & Thomas, New York, handles the account.

Band Maestros Organize Group to Pass on Songs For 'Radio Betterment'

CALLING themselves "The Committee of Five for the Betterment of Radio," a group of five leading orchestra maestros, headed by Richard Himber, is reported to be holding weekly meetings to pass judgment on all songs published in order to eliminate indecent suggestions from their lyrics. Their intention, it is stated, is to ask the song publishers to revise suggestive lyrics. Otherwise, these will be banned from their broadcast repertoires.

The committee also includes Rudy Vallee, Paul Whiteman, Guy Lombardo and Abe Lyman. Similar committees were said to have been formed in Chicago and San Francisco and to be in the formative stage in other cities. The New York committee's announced intention is to send out weekly lists of banned songs to orchestra leaders throughout the country.

Although an "urgent need" for such an "improvement in radio broadcasts" was seen by some of these orchestra leaders in their statements to the press, network and station officials in New York pointed out that severe censorship of questionable song lyrics already prevails as a matter of policy in most studios. On the other hand, they said they welcomed cooperation from these leaders in altering suggestive lyrics and titles.

KPO Made Key Station Of NBC Pacific Network

WITH CONCLUSION of the daylight saving period in eastern cities Sept. 30, KPO, San Francisco, becomes the key station of the Pacific coast NBC network. Chain programs, including 75 commercials, will be shifted from its lesser station KGO, which is a 7,500 watter, to KPO, which uses 50,000 watts. A large number of sustainings will likewise go along with the change.

Virtually all outstanding broadcasts now heard on the NBC-KGO network, such as Maxwell House Showboat, Amos 'n' Andy, One Man's Family and Fleischman's Hour will be heard over what will be the NBC-KPO network after Sept. 30. Don E. Gilman, vice president, NBC western division, stated the change was made to improve service of the network, and was the result of surveys and study which has been in progress for more than a year. KGO will continue to be operated by NBC for General Electric Co. as a local San Francisco station.

School's "Success Stories"

LA SALLE Extension University, Los Angeles district office, will use radio stations in Fresno, Sacramento, San Diego and Long Beach for a series of 5-minute transcriptions depicting "success stories." Script will be similar to a series of live broadcasts which they have used on various Los Angeles stations during the last six months. Los Angeles office of the extension school operates in California, Nevada and the Hawaiian Islands. Roy Alden & Associates, Los Angeles agency, handles the account, with J. J. Dickely as account executive.

Mid-west Network Planned by Gygi

Nockels Offers WCFL as Key; 31 Stations Held Committed

Mr. Gygi

PLANS for a "mid-western network" are being made jointly by Edward N. Nockels, secretary of the Chicago Federation of Labor and general manager of WCFL, labor station in that city, and Ota Gygi, former general manager of the ill-fated Ed Wynn Amalgamated Broadcasting System.

Settling rumors about such a project, Mr. Nockels informed BROADCASTING'S Chicago correspondent Aug. 22 of his plans for a regional network of which WCFL will be the key. The station has been an outlet of NBC for more than two years, though carrying relatively few commercial or sustaining chain programs.

Mr. Nockels said that no organization could use WCFL as a key station unless it be the key of its own network. "We are not interested in making money," he said. "We are interested in serving the people. In that respect we stand alone.

"We plan first of all to build up our key station, WCFL; then a chain of stations will be in order."

Gygi Would Head Chain

Mr. Gygi will head the network. He is now reorganizing the station and auditioning talent for use when the network becomes a reality.

A t'eup already has been made with WWAE, Hammond, Ind., because of its importance in the Calumet district, and WCFL expects to begin servicing programs to the station shortly. Dr. George F. Courrier, owner of WWAE, will take charge of the farm branch of WCFL.

Present plans are to begin operations in Illino's, Indiana and Wisconsin and later develop Iowa and possibly Ohio. According to Mr. Gygi, commitments have been received from 31 stations in the three states, which will give the network representation in almost every city of importance. The regional midwestern network will be a combination of state networks, which will represent the commercial and industrial heart of the nation, he said.

According to the plans, WCFL will supply every member station 16 hours of programs a day, both commercial and sustaining. The sustaining programs may be sold as local commercials by the affiliated stations.

Claims Big Response

"THE NATIONAL broadcasting chains are here to stay," said Mr. Gygi. "Their business is strictly confined to a national basis, yet it covers only a small need of the advertiser in this country. More and more, the sponsor of today is becoming what we might call 'region-minded'; that is, he would like to advertise through the medium of the radio in certain parts of the country, in certain sections, from which he will derive the most benefit and eliminate those sections which are of no importance to him. According to statistics, 160 of these regional advertisers are to be found for each national advertisers.

"It is then logically surmised that any plan whereby a network is formed along regional lines, which in turn, when combined would give a national picture, is a very desirable and sound one," Mr. Gygi continued.

"We have proceeded along these lines and the response from stations all over the country has been an overwhelming one. We are now in the last stage of completing negotiations and signing contracts for these state networks."

TAPPING BEER SALES
Merchandising and Radio Tie-In Boosts Sales 100 Per Cent

THROUGH an effective combination of radio advertising and outside merchandising, The Tivoli Brewing Co., of Cleveland, claims a 100 per cent increase in sales volume. The company is sponsoring six 15-minute programs weekly over WGAR, Cleveland, featuring "Pie Plant Pete" (Claude Moye), hillbilly singer.

Upon signing the contract, the problem of the sponsor was to get effective distribution with suitable publicity on the program but without newspaper advertising. In the Cleveland territory some 5,000 cafes, beer gardens, restaurants or hotels selling beer had to be contacted to get the Tivoli product stocked. It was finally decided that on the radio programs announcements would be made telling where "Pie Plant Pete" would appear for that evening. The personal appearances along with the radio program produced a greatly enhanced demand for Tivoli beer, with the sales chart of the company since the program started showing a 100 per cent increase. The radio artist visits an average of four beer establishments each night, and is introduced by his radio announcer with the usual theme song plugging Tivoli beer.

Advertising is Released In the Drought Territory

APPARENTLY convinced that the residents in the drought areas will have as much, if not more, money to spend this fall as they did last year, several advertisers released copy in those districts last week, after holding it up for several weeks, reported the *New York Times*, Aug. 26. One company reinstated its advertising in St. Paul and Minneapolis, after having canceled it at the beginning of the month.

At the same time, advertising agencies reported that companies were now taking space in various types of media until the end of the year and were looking forward to a good fall business. In some cases the amount of space bought is as much as 33 per cent ahead of 1933. Very few plans have been laid as yet for next year's advertising budgets, but after the election large advertisers are expected to get started on their 1935 programs.

Boy Announcer Sells Ice Cream

ONE OF RADIO'S youngest commercial announcers is George Wood, Jr., 11-year-old commercial announcer of WIL, St. Louis, who takes his turn at the microphone each morning at 8 oclock on a special program for children sponsored by the Walgreen's drug stores in the interests of ice cream sales. Handling all of the commercial copy, young Wood's program averages more than 2,000 letters monthly from children sending in their requests for birthday announcements during the program. The youthful announcer wishes the children happy birthdays with the ringing of chimes.

In addition to his radio announcing, Master Wood is a stage and radio singer and a tap-dancer. He was a member of the cast of the St. Louis municipal opera "Rip Van Winkle." He is just completing his 15 weeks of announcing before returning to school this fall.

NBC Tightens Up Its Sales Policies

TIGHTENING UP further on sales policies with respect to certain types of programs, NBC has notified its owned and operated stations that hereafter they are to regard as unacceptable accounts such products as body deodorants, or soaps advertised as such, as well as accounts covering undertakers, cemeteries and morticians. Previously the stations had been notified to reject laxative accounts and to consider on their own merits accounts involving investment houses.

Acceptability of accounts, under the newly instituted policies, will be based essentially upon good taste. Any advertising copy that is likely to contain "unpleasant" statements, under this broad ruling, would be regarded as unfit. It is likely that NBC shortly will make public a detailed statement of policies regarding acceptability of programs in every category.

On Aug. 7 NBC notified its stations that use of ordinary phonograph records would be prohibited hereafter, although adequate time would be allowed to permit fulfillment of existing contracts using records. The order applies only to commercial phonograph records, and not to electrical transcriptions made exclusively for broadcast purposes.

TEN newspaper owned and operated broadcasting stations are operating in Canada, comparing with about 100 in that class in the United States.

Beck Bar Report Urges Radio Forum

Hits "Trivial Entertainment"; Suggests FCC Action

CALLING radio "the greatest gift to mankind in its cultural possibilities," the Standing Committee on American Citizenship of the American Bar Association, headed by Rep. James M. Beck (R.), of Pennsylvania, asks the association in its report to the annual convention in Milwaukee, Aug. 28 to 31, to foster a movement for greater use of broadcasting as a public forum.

Criticizing the use of radio for "trivial entertainments and more or less commercial advertising," the Beck report suggests also that the new FCC could "profitably ask one or more of the larger broadcasting companies to give one hour, on two evenings of the week, for the discussion of public questions."

"Your committee," said the Beck report, "believes that this association can render an effective service in impressing upon the nation's broadcasting companies that they should not only be a free and open forum for public discussion, but also that they ought not to waste the infinitely potential benefits of the radio in giving too much time to trivial entertainments and more or less commercial advertisements."

"University of the People"

"THE RADIO is possibly the greatest gift to mankind in its cultural possibilities. It is potentially a university of the people, and its results could be of immeasurable advantage, not merely in the education of the people, but in the maintenance of democratic institutions. However, this potentially beneficient asset is largely used as a means of private profit until public opinion requires the owners of the broadcasting companies to give more attention to educating the people and less to amusing them or advertising merchandise.

"The newly created Federal Communications Commission, with its supervisory power over the channels of the air, and the rightful use of them by it licensees, should consider this matter. It could profitably ask one or more of the larger broadcasting companies to give one hour, on two evenings of the week, for the discussion of public questions. As our nation largely functions through two great political parties, it might be well to give one hour each week to the proponents of governmental policies and one hour to opponents. This would insure a balanced discussion, and the forum of the air might well become as significant as was the forum in the times of the Roman Republic. Cicero addressed thousands, but the radio has a nightly audience of millions. Such an opportunity to educate our electorate of many millions should not be wasted.

"Such weekly discussion of current problems, especially in their constitutional aspects, by opposing schools of political thought, would do much to educate the American people, and soon would take the form of a continuous debate which might well interest the American people far more than the debates in Congress."

Local Editorial Policy Adds Listeners

WMBD News Commentator Conducts Municipal Campaigns; Audience-Builder Sustaining; Adjacent Time Sold

By EDGAR L. BILL
President, WMBD, Peoria, Ill.

Mr. Bill

LOCAL broadcasters who find it hard to compete with the superior programs of networks would do well to take a cue from WMBD, which has adopted an editorial policy. The WMBD news commentator has broadened his field to include crusading inquiries of sweat shops, the cause of mounting traffic deaths and the like. The result has been to build the station audience, which is what every station manager desires. And, while the commentator is maintained as a sustaining feature, time just ahead or just following the program is in demand by commercial sponsors.

A LISTENING audience is the first and most important necessity of any commercial radio station, and audiences are attracted only by programs which they want to hear. That statement constitutes the first and simplest fundamental of the broadcasting business. At the same time, as every radio man knows, it also offers one of the most difficult problems of the business.

The networks have the resources for building brilliant and elaborate radio shows with which it is impossible for most smaller stations to compete. The opportunity of attracting listeners with local programs lies largely in the ability of the station to emphasize that which belongs only to the station itself; that is, features of genuine local interest.

Community Promotion

SINCE June, 1931, WMBD, a unit of CBS, has been committed to a policy of operating as a community enterprise, stressing many features of purely local interest, such as broadcasts of civic events and a daily chat about news "From the Heart of Illinois," which uses material from correspondents in sixty surrounding towns.

One local feature which has developed to considerable proportions is the local news commentator, started as an experiment about two years ago. The commentator began as a political analyst in the city primary elections early in 1933. At that time he conducted a straw ballot which netted 5,000 votes out of a population of 105,000. He ventured, from this ballot, to predict on the eve of election, the results of the next day's voting. His prediction was correct. Not only was the position of each of seven candidates in the final vote correctly named, but the total number of votes each secured was forecast within 5 per cent. The only error which occurred was attributed to the unprecedented challenging of 1,500 voters at the polls.

Local Start on News

IN THE HECTIC months of the spring of 1933, the commentator drew upon the history-making national events such as the bank holiday, the return of legal beer, and the dropping of the gold standard, stressing in each case only the local results and effects. During the bank holiday listeners were invited to ask for information concerning their money troubles, business men were interviewed, and every effort was made to get all possible information which would be interesting or helpful to the station's audience.

During these days the commentator began a quiet investigation of rumors that certain factories in the city were employing sweatshop methods. Months of secret investigation resulted in a sufficient number of sworn statements from women employes to warrant the broadcasting of the information. Wages as low as seven and a half cents an hour in one factory were discovered. These facts, together with the names of the firms which paid these wages, were broadcast.

Until this time the commentator had attracted a fairly large audience. The broadcast of the local wage conditions, however, brought a response from the audience which was sensational. The investigation was the talk of the city. WMBD became a clearing house of information on wage conditions in local factories. Listeners wrote letters, telephoned and came to the station to volunteer information on the subject.

Promotes NRA Parade

A STATION with an editorial policy was something new to the public. They liked it and responded generously with mail and telephone calls. It was clearly indicated by that time that a feature of this type was highly successful in competing with entertainment features.

Early in the fall of 1933, WMBD's commentator began publicly asking questions about the apparent lack of enthusiasm for the NRA movement in the city. Considerable interest was aroused by his proposal to stage a gigantic NRA celebration in the city. Powerful opposition developed and it was another battle for the commentator. Certain groups in the city which, previous to this time, had not been unified, got together and backed the plan and the demonstration and parade which followed proved again that the city was interested in the editorial feature of the station.

On Nov. 7, 1933 the commentator announced to his audience that he was beginning an investigation of traffic violations in the city to determine the causes of 17 traffic deaths in the first ten months of 1933. The total of such deaths in 1922 had been only eight for the entire year. At the beginning of this investigation he secured the endorsement of the mayor, the chief of police, and the police lieutenant in charge of traffic.

The listener's response again indicated the interest and hearty approval, not only of city listeners, but of many within a radius of 50 miles of Peoria. The traffic investigation gathered momentum slowly and the commentator learned by the last of November that the program, originally planned for one month, would require much longer time. Interest grew throughout December and by the middle of January, had reached its peak.

Heads to Police Drive

THREE TIMES a week the commentator broadcast various phases of the problem, including the names of traffic law violators who had been arrested and fined. He also broadcast and called special attention to the names of those who had been arrested and excused. On one occasion he was given the services of a police officer with whom he cruised about the city, noting the license numbers of cars which were observed in traffic violations. The names of the owners of these cars were broadcast.

Going through police records for three consecutive months, the commentator listed every traffic case which had come before the police magistrate, calculated percentages of different types of violations and of violators who were not prosecuted or were excused. From this data he attempted to analyze the reasons for widespread violation of traffic laws.

During the last two months of 1933, six more traffic deaths were added to the 17 for the first ten months. One month after the commentator began to broadcast his findings, the police department inaugurated a successful drive against speeders and drunken drivers, a drive which was still bringing about many arrests and convictions six weeks later. The interest of WMBD's audience continued at a high pitch throughout the two and a half months of this investigation.

WMBD's commentator is not a reformer or a crusader, although investigations of this kind tend to give that impression. Many of the talks are devoted to discussions of local events into which no controversy enters. The significant fact at WMBD is that a large radio audience has shown itself keenly interested in this new venture, an editorial policy on the air. This interest has produced for the commentator's talks what comparatively few local entertainments can guarantee; namely, a large, permanent audience, always interested and always tuned in for the talks. For that reason, if for no other, we consider that the commentator experiment has been successful and it is definitely established as a WMBD feature.

The commentator could have been sponsored months ago if the station had been willing to sell it. It was decided, however, that a feature of this kind, from the very nature of it must remain sustaining. Advertisers, quick to realize the audience built up by the commentator three nights a week, ask for time immediately preceding and following the talks and are assured of a large, attentive audience for their advertising.

Northwest Regional Net Set for Early Opening

PLANS for a new regional network to be known as the Pacific Northwest Network were announced Aug. 17 in a statement from J. Elroy McCaw and Robert S. McCaw, of Seattle. Its temporary address is given as the Savings & Loan Bldg., Aberdeen, Wash., and the starting date of the hookup was given as between Sept. 15 and Oct. 1.

The plans call for a basic group comprising KPCB, Seattle; KMO, Tacoma; KRO, Aberdeen; KVOS, Bellingham, and KXL, Portland, Ore. All are 100 watters except KMO, which has 250 watts. Stations, the statement said, will also be added in Olympia, Yakima, Walla Walla, Everett, Wenatchee and Spokane, in Washington, and Salem and Eugene, in Oregon. Seven hours a day of sustaining programs via A. T. & T. wires will be provided, it was announced.

Rocket Oil Starts Serial Over Don Lee-CBS Net

ROCKET Oil Co., Los Angeles, producers and distributors of Rocket brand gasoline to Pacific coast states, on Sept. 3 will drop its military band broadcast from KHJ in favor of a mystery serial drama. Account is handled from the Los Angeles office of Beaumont & Hohman.

Serial will be broadcast five nights a week, in 15-minute episodes, from KHJ to 12 stations of the Don Lee-CBS network.

The serial has been written by Charles Hetrick, and is titled "God of the Moon." It depicts the experiences of four persons marooned on the moon. Broadcasts will not title the individual programs or series. Fans will be asked to enter a contest to suggest and decide a name for the program series. A lengthy list of prizes are offered.

FRANCE, which only recently instituted a radio licensing system, counted 1,554,295 set owners at the end of last May.

XUM

Hearst Negotiating For Chicago Outlet

NEGOTIATIONS to acquire one of the existing Chicago stations to replace KYW, when that station is removed to Philadelphia, are under way by the Hearst radio interests, which operate the station, and plans definitely have been made for the future, according to Homer Hogan, KYW manager.

While Mr. Hogan would not divulge what station would be acquired to replace KYW, which Hearst has operated under lease from Westinghouse for several years, he said that present plans are that KYW will sign off one night and that the same staff will open the studios the next morning, operating with new call letters and on a new frequency. Negotiations to acquire WCFL, the Chicago Federation of Labor station, it was admitted, ended in failure. It is known that conversations also were had with respect to WENR, half-time station operated by NBC, and WLS, *Prairie Farmer* station, which utilizes the remaining half-time on the same clear channel.

It was learned that original plans to have KYW operating in Philadelphia by this fall, pursuant to the order of the former Radio Commission, have been deferred until the first of next year. Mr. Hogan said that late in August the complete redecoration of the KYW Chicago studios was begun, and that the entire organization is being operated on a permanent, rather than a temporary basis.

Declaring that last year was the best year in the history of the station, Mr. Hogan said the station has not lost any account "because of the removal propaganda." At present, he said, all of the staff artists are signed for commercial programs—"something that has not happened even in boom times."

Negotiations for the new Hearst station in Chicago are being handled by E. J. Gough, executive of the American Radio News Corp., operating company of the Hearst radio organization.

Rochester Store Brings Greetings Across the Sea

B. FORMAN Co., Rochester's largest women's wear store, was sponsor of an international broadcast Aug. 11 when the Mayor of Rochester, in Kent, England, speaking via the BBC and an international short wave relay, greeted the Mayor of Rochester on the occasion of Rochester's "Century on Parade" Exposition. WHEC carried the program and relayed it to crowds at Edgerton Park on the public address system.

There were no commercial credits in this broadcast, which was followed by Helen Oviatt Griffin as "Rochester's Social Secretary," explaining the city's social happenings in connection with the big exposition celebrating the city's original charter of 1834. Mrs. Griffin is regularly on WHEC for Forman's for 15 minutes daily.

KGFJ, Los Angeles, which formerly broadcast several daily news periods through co-operation of the news collected by KNX and KFI, has discontinued news broadcasts entirely for the present time.

1934 HOT CHA BOWS TO HISTORY

Sponsor Finds Big Audience Interested in U. S. Heroes, Outsells Competition That Backs Air Frolic

By JERRY CADY

DRAMATIC "shots" of Washington before Congress—of Lincoln at Gettysburg—of Teddy Roosevelt swinging the big stick—

Inspiring panoramas of the American armies on the march—in battle—always triumphant—

These are some of the things "Makers of History" has tried to portray during its protracted run as a 30-minute weekly broadcast over KFI, Los Angeles.

"Makers of History" was inaugurated as a good will sustaining feature by KFI a year and a half ago. Its bow to the air audience occasioned no more than a ripple of recognition. You see it was not a "flash" program. No big names, no elaborate fan fares of publicity, no pretentious claims. It was intended then, and is planned today, to be a simple, straightforward and ungarnished recital of events in American history, depending not upon triumphant gestures of showmanship, but upon the stark reality of its scenes, for its success.

Reluctant to Sell

"MAKERS OF HISTORY" was on the air for eight months as a sustaining feature before it was sold. It had been doing such a whale of a job for the station, in building good will and in increasing the mail average, that it actually never was offered for sale.

The first sponsor to whom it was submitted bought it. That was the California Consolidated Water Co., distributors of Puritas distilled water. It was bucking a competitive water distributor who was on the air with a pretentious one hour frolic program. The frolic program was bringing results and the California Consolidated Water Co. at first wanted a similar program.

A packing box full of letters directed to "Makers of History," sold the sustaining feature, however. The letters came from parents, from teachers, from business men, from housewives, from whole schools in the form of round robins, from truck drivers, from patriotic organizations, from bankers, from street car conductors and truck gardeners.

And within six weeks after buying the program, Puritas passed its competitor in sales and has never lost the lead.

Professor Provides Data

THE RESEARCH for the program is provided by Prof. Osgood Hardy, head of the history department of Occidental College. He chooses his own subjects and furnishes the historical data which I transpose into dramatic sequences and dialogue, being careful not to elaborate on the facts. There is romance and love interest aplenty, as well as adventure, in these historical recitals.

Recognizing the authenticity of the dramas, the United States Army in Hawaii recently requested permission to use our manuscripts to further the Americanization campaign in the islands. We provided them with 17 scripts. They used them and enthusiastically wrote for more.

Puritas has had no difficulty in merchandising the program. The unsolicited mail response takes care of that. Letters are given to delivery men, who use them as "door openers." Once a conversation is started with a prospective customer about the merits of the radio show, the task of selling a 50-cent bottle of water is simple. And each new customer, Puritas reports, shows a $10 profit in the annual audit.

After its original 18 weeks contract, Puritas renewed first for 36 weeks and then for 52.

Charles Martin to Build Programs for Blackman

Mr. Martin

CHARLES MARTIN, well-known radio program builder, has joined the radio department of the Blackman Co., New York Agency, as assistant to Carlo De Angelo, radio director. Mr. Martin created two of the most widely discussed radio programs in New York—"Five-Star Final" and "Criminal Court," the former running for two years and the latter for more than two and a half years on WMCA, New York. Mr. Martin resigned as dramatic director of that station to accept the post with the Blackman Co.

Mr. Martin was active both in the Trans-Continental Broadcasting Corp. and with the Royal Broadcasting System before taking up duties as dramatic director at WMCA. He appeared in Eva Le Gallienne's Civic Repertory company and directed a dramatic stock company one summer at Skowhegan, Maine. He has just completed a modern comedy which is being made ready for fall production and is writing a book on "Radio Dramatics."

CBS Technical Service Available to Stations

TO MAKE a technical service available to all owned and operated stations, a General Engineering Department of CBS has been created, to begin operations Sept. 1. Under the direction of Edwin K. Cohan, the General Engineering Department will plan and coordinate all network development and expansion, and will build an engineering service designed to assist member stations in maintaining high technical efficiency. It will be responsible for the general engineering requirements of the network's stations. Mr. Cohan will be assisted by H. A. Chinn and W. B. Lodge.

A. B. Chamberlain, chief engineer of the Atlantic Broadcasting Corp., which operates WABC, will be responsible for the technical supervision of that station. He, as well as the chief engineers of other owned and operated stations, will report to Cohan on general and network matters.

Philco Arranges Novel Test of High Fidelity Receiver in CBS Period

INTRODUCTION of a new high-fidelity receiver by the Philadelphia Storage Battery Co., Philadelphia (Philco radios) will be signalized Sept. 12 by a special program in the CBS series which features Boake Carter, news commentator. Replacing Carter for that night will be Lucrecia Bori, selected for the range of her voice, which with orchestra will make possible a demonstration of the receiver's sensitivity to a wide acoustic range.

Instead of singing into a microphone wired directly into the network circuit, Miss Bori will sing in a soundproof booth. The output of the microphone will be piped to a high-fidelity loud speaker in the studio, and a microphone placed near this will pick up her songs. Thus the broadcast, instead of having its interest limited to those listening on the new sets, will demonstrate the fidelity of the new set to the entire audience, for the program will not be heard anywhere until after passing through one of the new speakers at least once.

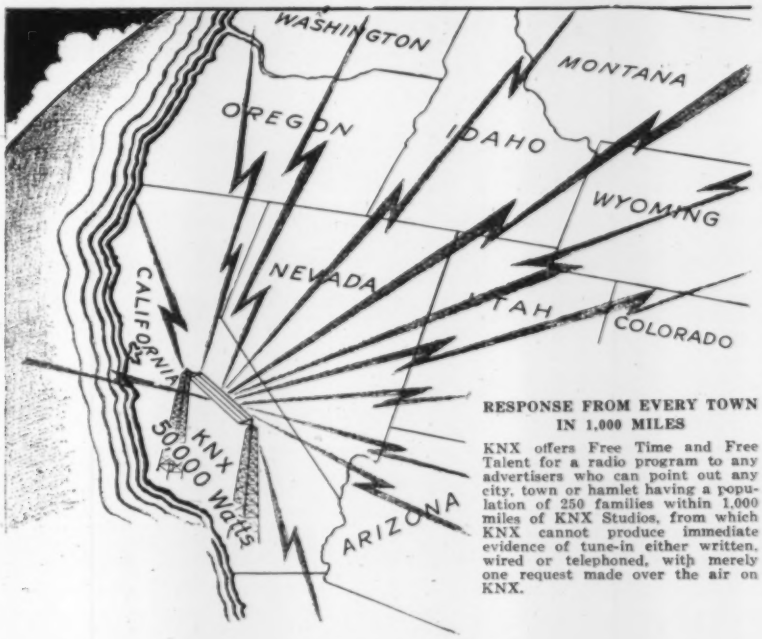
In each station city carrying the program, parties of guests are being invited either to the largest studio or to an auditorium, where a receiver of the type being introduced will be installed. It will operate from a special noiseless antenna, and will pick up the program from the air so that the demonstration will be indicative of the quality that any listener could obtain from such a set—instead of the "artificial" good quality which would be obtained if the program were picked off the network wires and merely piped to high-fidelity loud speakers.

Following are the stations participating: WABC, WNAC, WCAO, WKBW, WBBM, WCAU, WJAS, WJSV, WHK, CKLW, WBT, KMBC, WCCO, KMOX and WHAS. Dealers are invited to participate in the tie-up as far as possible. F. Wallis Armstrong Co., Philadelphia, is the agency.

In addition, Philco dealers will shortly spot a new WBS transcription series, "The Armchair Traveler," who roams the ether on his short wave set. The series will consist of five 15-minute programs weekly, placed through N. W. Ayer & Son, New York.

NBC Denies Coast Rumor

ASSIGNMENT of Harold Bock, formerly in the NBC publicity department in San Francisco and until Aug. 15 publicity manager of KFRC, to take charge of NBC publicity in Los Angeles, effective Aug. 20, has given rise to rumors that the NBC plans to move its San Francisco headquarters to Los Angeles. These rumors are emphatically denied by Don Gilman, NBC western division vice president. Mr. Bock's newly created position, it was explained, has to do entirely with newspaper liaison, and no plans are under way to change the Pacific Coast network setup otherwise. Mr. Bock's new office is Room 821, Richfield Bldg.



RESPONSE FROM EVERY TOWN IN 1,000 MILES

KNX offers Free Time and Free Talent for a radio program to any advertisers who can point out any city, town or hamlet having a population of 250 families within 1,000 miles of KNX Studios, from which KNX cannot produce immediate evidence of tune-in either written, wired or telephoned, with merely one request made over the air on KNX.

Pacific Coast Coverage
at the cost of a "local" program

• •

"Keyed copy" results prove KNX low cost leadership

To approach anywhere near the coverage given by KNX, it is necessary to use a Pacific Coast network or a score of "local" stations—at several times the cost of KNX alone.

Furthermore, from the standpoint of signal strength and audibility, the chains or "locals" would have no material extra value.

As a matter of fact (according to the testimony of Andrew D. Ring, engineer of the Federal Radio Commission), there are over 4 million potential radio listeners in the KNX market that are dependent upon cleared channel stations, that you could not reach even if you buy 39 "local" stations.

Now 50,000 Watts

At 25,000 watts, KNX had proven by "keyed copy" for every type of advertiser to be the lowest cost producer in this western market. At 50,000 watts, it is more than ever the first choice for advertisers who want to make "dimes" do what others spend "dollars" for.

Proof on Request

Details of actual results accomplished—positive proof of KNX results—will be gladly supplied upon request. Phone, write or wire.

"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts on National Cleared Channel*

Hollywood, California

GREIG, BLAIR & SPIGHT, *Representatives*

SAN FRANCISCO OFFICE
Lindsay Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

NEW YORK OFFICE
Humboldt J. Greig
Chrysler Bldg.

Fisher Body's Show

TO FEATURE on the radio its presentations of 24 university scholarships to youths participating in its Fisher Body Craftsmen's Guild, Fisher Body Corp., Detroit, on Aug. 22 used a special hookup of 58 CBS stations from Chicago between 7:30-8 p. m., CST, for a one-time show. Talks by officials of the company and music from the banquet hall were featured as the builders of 16 model Napoleanic coaches received scholarships ranging from $500 to $5,000. The account was handled by Erwin, Wasey & Co., New York.

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership 3rd
Automobile Ownership ... 5th
Radio Ownership. 2nd
Industrial Payrolls 6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

U. OF M. RADIO SCHOOL
Three Classes, Including Ad Credits Begin in Fall

THREE CLASSES in "radiocasting" will be instituted at the University of Michigan beginning with the fall term, with the studies to include music, speech and preparation of advertising credits in suitable form for radio programs, according to an announcement by Prof. Waldo Abbot, director of broadcasting service of the university. Practical phases of the courses will be given in cooperation with WJR, Detroit.

Prof. Gail Densmore, associate professor of speech at the University, will be in charge of classes for pronunciation, enunciation and delivery, while Prof. Louis Eich, also an associate professor of speech, will handle dramatic readings and presentations of playlets. Prof. Abbot will teach studio technique, studio management and continuity writing. Students, more than 100 of whom already have enrolled, will be invited to view the preparation and presentation of programs at WJR. John Eccles, program director, and Charles Penman, dramatic director of WJR, will lecture regularly at the University and serve as critics on work produced by students.

IRVING KENNEDY, NBC staff artist at San Francisco, has left the network in favor of an African expedition with the Martin Johnsons, whom he will assist in preparing radio scripts upon their return next year.

U. S. Press Agency Plan Seen by Senator Schall Denied by Commissioner

CHARGES by Senator Thomas D. Schall (R.), of Minnesota, in an address over CBS from Washington Aug. 23, that the Administration "Brain Trust" is preparing a recommendation to the FCC calling for a national press service to take the place of existing private press associations, were answered over the same network the following evening by Hampson Gary, acting chairman of the FCC and chairman of its Broadcast Division, as being "without the slightest foundation in fact."

Declaring that Senator Schall's allegations had "startled" the press associations, Commissioner Gary said that the government does not have the power to set up such an agency. Moreover, he asserted that President Roosevelt "has no such thought in his mind," and he quoted two recent statements by the President to substantiate that view.

Commissioner Gary brought out that CBS was not aware of the nature of Senator Schall's radio address, time for which was given at the Senator's request. After Washington CBS officials saw the advance manuscript, it was said, they expressed considerable surprise, but allowed the address to go on the air without change.

President Roosevelt, at his press conference Aug. 24, stated he had called upon Senator Schall for proof of his charges. After receipt of a two-page telegram from the Senator the following day, the President said it offered no proof and said "the incident is closed."

Bar Association Group Will Study Broadcasting

A SESSION of the Standing Committee on Communications of the American Bar Association will be held in Washington within the next two months to discuss the 1934 Communications Act and its relationship with radio broadcasting, it was announced by John W. Guider, of Washington, chairman of the committee, at the Bar Association's annual meeting in Milwaukee, Wis.

Broadcasting legal problems were not discussed at the committee's meeting which was held during the association's convention on Aug. 27, and the major consideration by the group revolved around the effect of the Communications Act upon the telephone, telegraph and radio communications industries.

Broadcast Allocations On Lisbon Meet Agenda; NAB to Send McNary

Mr. McNary

DESPITE advance information to the effect that the technical radio conference (CCIR) to be held in Lisbon, Portugal, next month, would deal with matters affecting broadcasting only remotely, it now develops that the official agenda calls for consideration of vastly important matters affecting the allocations of frequencies to particular types of service, including broadcasting.

First information was that subjects relating to wave propagation having bearing upon broadcast transmission would be taken up, but no mention was made of allocations, which involve such questions as enlargement of the present broadcasting band to include additional long and medium wave channels. So important has the NAB construed this matter that it has designated J. C. McNary, technical director, to attend the conference, which convenes Sept. 22 and is scheduled to run through Oct. 10.

Actions Recommendatory

POPULARLY known as the CCIR, the conference is officially called the International Consulting Committee on Radio Communications. It meets every two years to consider progress of the radio art and draft technical recommendations for the International Telecommunications Conference, meeting every five years. The next international conference having treaty-making powers meets in Cairo in 1937. Actions of the CCIR are purely recommendatory, but the option is given participating governments to adopt its recommendations.

The delegation to the conference was officially named by President Roosevelt Aug. 25. It comprises Dr. J. H. Dellinger, chief, radio section of the Bureau of Standards, will be its chairman. Other delegates appointed are Capt. S. C. Hooper (Navy); Major Roger B. Colton (Army); Gerald C. Gross (FCC), and William V. Whittington (State Department).

Other matters on the agenda relating to broadcasting technique include single side band transmission as a means of conserving the ether, synchronous operation and use of directional antennas as a means of reducing international interference or of increasing the capacities of channels, standards of field intensity measurements, harmonics interference suppression, and radio receiver construction and design with relation to frequency allocations.

In addition to Mr. McNary, other representatives of private organizations who plan to attend the conference include Loyd Briggs, RCA European manager who headquarters in London; R. A. Heising, Bell Telephone Laboratories; Lloyd Espenschied, A. T. & T.; Paul Goldsborough, president Aeronautical Radio, Inc., and K. B. Warner and James J. Lamb, American Radio Relay League.

KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS

For 20 Consecutive Months the Advertising over KSD has exceeded the corresponding month of the preceding year.

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

NO drouth in Southern Wisconsin

Crops 85% of Normal and at Higher Prices. Semi-monthly Milk Checks Higher. A Good Market Getting Better.

WCLO
Daily Gazette Station Janesville, Wis.

Senator Wheeler Seen Dill Successor

WITH his retirement from Congress next January, Senator Dill's chairmanship of the important Senate Interstate Commerce Committee, charged with the handling of radio and communications legislation, is slated to go to Senator Burton K. Wheeler (D.), of Montana.

Although outranked on the committee by Senator Ellison D. Smith (D.), of South Carolina, it is expected that Senator Wheeler can have first call to the assignment since the South Carolina Senator is chairman of the Agriculture Committee, which post he would have to relinquish to acquire the post to be vacated by Senator Dill. Senator Wheeler now is chairman of the Indian Affairs Committee, considered a relatively minor assignment and it is logical to suppose that he will accept the call to the major committee.

Senator Wheeler is an influential Progressive who has leanings toward government ownership of certain utilities. Although a member of the Interstate Commerce Committee for several years, he has never displayed any close interest in broadcasting, but has figured in communications aspects of the committee's work. Miss Fanney Neyman, FCC attorney, formerly was attached to Senator Wheeler's office, and is generally regarded as his radio advisor.

Should Senator Wheeler decline the chairmanship, the next majority member in line is Senator Robert F. Wagner, of New York.

Two Stations in Toronto Going to Higher Powers

THE FIRST of the Canadian Radio Commission's proposed high powered broadcasters may be in operation by the end of the year, with the report in August that CRCT, Toronto, is to boost its power from 5,000 watts to 20,000 watts. CFRB, Toronto's present most powerful station, with 10,000 watts, is also understood to have filed application to boost its power to 25,000 watts. One reason put forward by those in the broadcasting business in Toronto for CRCT's increase in power is that the Commission, which operates the station, will solicit commercial sponsors.

CKCL, Toronto, now using 100 watts, has applied for a boost to 500 watts. This station also plans to have a five-meter transmitter ready by Sept. 1, for remote control broadcasts to save on telephone line charges.

"Commodore" Hubbard

STANLEY E. HUBBARD, manager of KSTP, St. Paul, was named Commodore of the fleet of 25 yachts assembled on the Mississippi at Wabasha, Minn., to greet President Roosevelt during his recent return journey from the west coast. Mr. Hubbard's yacht was the flagship of the naval parade. Mr. Hubbard also was an invited guest on the President's special train from St. Paul to Rochester, Minn. Besides enjoying the title of Commodore, Mr. Hubbard is also an honorary Colonel on the staff of the Governor of Kentucky.

W-I-N-S

AMERICAN RADIO NEWS CORPORATION
114 EAST 58TH STREET
NEW YORK, N. Y.

ELDORADO 5-6100

September First 1934

Dear Mr. Advertiser:

Our EXPERIENCE over many years in the broadcasting field has proven to us that PERSONALIZING PROGRAMS and FEATURES with TALENT appealing to the greatest MARKET in the world PAYS.

We have such an amazingly LOW RATE in comparison with the tremendous CIRCULATION, that no ADVERTISER can afford to miss this BUY.

Sincerely yours,

R. L. Ferguson

R.L. Ferguson
Station Director

RLF/DK

VOICE OF THE NEW YORK AMERICAN AND THE NEW YORK EVENING JOURNAL

To 80,000 PLACES

IN THE UNITED STATES AND CANADA

● 95% of all telegraph traffic of the country is between cities in which Postal Telegraph maintains its own telegraph offices for the *sole* purpose of receiving, transmitting and delivering telegrams. There is no point for which Postal Telegraph will not accept and transmit your telegram with promptness . . . with dependability . . . with accuracy.

Postal telegraph is the only American telegraph company that offers a world-wide service of coordinated telegraph, cable and radio communications under a single management.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

THEY

Prefer WKBF Programs (69.54%)
Obtain Best Reception from WKBF (69.34%)
Prefer Programs Sponsored by Advertisers (93.85%)
Purchase Radio-Advertised Products (61.45%)
Listen to WKBF Daily (79.62%)

A complete survey of the Nation's 13th Retail Market—Certified by Price-Lundeen—is now available upon request. Write to

WKBF
IN INDIANAPOLIS

INDIANA'S ONLY NBC OUTLET

D. E. "Plug" Kendrick
Vice-Pres. and Gen. Mgr.

L. L. "Jake" Jaquier
Commercial Manager

or

GREIG, BLAIR & SPIGHT, Inc.
National Representatives

New York Chicago Detroit Los Angeles San Francisco

Stamp Series Renewed

HOBBIES BY MAIL, La Canada, Cal., has renewed its contract with KIEV, Glendale, Cal., and will continue its "approval" sheets for stamp collectors. Sponsor sends an approval sheet of stamps from which stamp collectors who write to the station can make a selection, pay for what they select and return the rest. The sponsor also sends to fans a small packet of free stamps and a small booklet which youngsters may use to paste in their initial collections when they start out to be collectors. Over a period of three months approximately 1,500 were given away. Account is handled direct. Program is a 15-minute spot at 6 p. m. daily of orchestra recordings.

WJIM on Michigan Net

WJIM, Lansing, Mich., was formally opened Aug. 22 with a dedicatory progam over the Michigan Radio Network, of which it has become the eighth unit. Featured artists of the network, directed by Brace Beemer, network program manager, participated in the dedication. Telegrams of congratulations were received from Postmaster General Farley, Gov. Comstock, of Mich., and other notables. Owned by the Capitol City Broadcasting Co., WJIM is under the general management of Harold F. Gross. King Bard, former NBC artist, is program director, and Garnet Garrison and Howard Finch, formerly of WXYZ, Detroit, Michigan network key, are announcers.

Kilocycle Announcement Isn't Required by FCC

IN SIGNING on and off for the broadcast day, it is no longer necessary for stations to make the traditional announcement: "This station is broadcasting on ___ kilocycles, under the authority of the Federal Communications Commission." In response to inquiries, the FCC replied that the old Radio Commission rule requiring such an announcement was omitted from the revised rules and regulations of Feb. 1, 1932. The FCC stated it does not regard the announcement as necessary, but it was left to the discretion of the stations whether they want to continue it. It is expected most stations will continue the announcement as a matter of form and for the benefit of early and late DX listeners.

Bank Series Renews

BANK OF AMERICA, California state wide banking organization with headquarters in San Francisco, on Aug. 15 renewed its weekly program on the Don Lee network for a half hour weekly until Dec. 26. The San Francisco office of the Charles R. Stuart agency handles the account, but production and script point is at KHJ, Los Angeles. Renewal of radio contract carries increased appropriation for talent, but with the same list of stations as heretofore. "Treasures of Time" titles the musical program, which is designed to interest youth in savings accounts.

KJR
NBC
KJR listeners are afforded NBC sustaining programs
KJR
SEATTLE
The pioneer high-powered station of the Pacific Northwest will this year have its biggest fall season in history: power, popularity plus guaranteed time.
For complete information see
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco
Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

KDKA

PITTSBURGH

50,000 WATTS

IN THE PITTSBURGH MARKET

KDKA, America's pioneer radio station, is still leading the way to results in the rich tri-state market of which Pittsburgh is the trading center. The finest in transmitting equipment insures excellent reception. The quality of its programs means preference by listeners in tens of thousands of homes. Advertisers, more and more, are turning to KDKA to carry their sales messages to this market. Detailed information on coverage, rates and results can be obtained from this station or any of the offices listed below.

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK ★ WASHINGTON
WEAF & WJZ WRC & WMAL

CHICAGO ★ SAN FRANCISCO
WMAQ & WENR KPO, KGO & KYA

SALES REPRESENTATIVES AT

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA
CLEVELAND • WTAM DENVER • KOA

SCHENECTADY • WGY PITTSBURGH • KDKA
PORTLAND, ORE. • KEX SPOKANE • KGA SEATTLE • KJR

A RADIO CORPORATION OF AMERICA SUBSIDIARY

3 OF CINCINNATI'S BIG DEA

THE McALPIN CO
FOURTH STREET, WEST
CINCINNATI, O.

August 10, 1934

Mr. L.B.Wilson,
WCKY Broadcasting Studios,
Covington, Ky.

Dear Mr. Wilson:

We have received some very flattering comments, and, what has pleased us more, made some excellent sales as the result of our recent "Nancy and Jane" broadcast series. I am thoroughly convinced that women do listen to WCKY programs, and believe that radio advertising for department stores has a definite place in future promotional plans.

I have an idea in mind at the present time which I may be able to use in a series of broadcasts at some early date. Won't you have your representative drop in and discuss this plan with me?

Very truly yours,

Marian Gross
Publicity Director

MG-AG

THE MAB[illegible] CARE[illegible]

Aug[illegible] 1934

Mr. George H. Moore
Radio Station W C K[illegible]
Covington, Ky.

Dear Mr. Moore:

You [illegible] us wha[illegible]
radio as an advertisi[illegible]n for t[illegible]

I think[illegible]s most[illegible]
to answer your questi[illegible]n all y[illegible]
the fact that Mabley[illegible]ew has u[illegible]
tising periodically [illegible] five y[illegible]
that it fits into th[illegible]ising pr[illegible]
way - and does a job [illegible]ther m[illegible]

Our [illegible]propriati[illegible]
biggest part been spe[illegible]W C K Y
the Cincinnati territ[illegible]ur comp[illegible]

[illegible]y truly

[illegible]a[illegible]

[illegible]rtising

WCKY IS DOING THE REAL JB

XUM

DEPARTMENT STORES *say*—

...CAREW CO.

...1934

...Moore
...W C K Y

...us what we thought of
...dvertising for the retail store.

...I think is most satisfactory way
...r question all your attention to
...Mabley & Carew has used radio adver-
...ically for five years. We believe
...into the selling program in a unique
...s a job other medium can do.

...Our representation, has for the
...been spending W C K Y. It has covered
...territory to our complete satisfaction.

...truly yours,

...ising Manager

THE JOHN SHILLITO CO.
CINCINNATI, OHIO

OFFICE OF
GENERAL MANAGER

August 7, 1934

Mr. L. B. Wilson, President
L. B. Wilson, Inc.
Covington, Ky.

My dear Mr. Wilson:

As you know we have used WCKY at various times to advertise merchandise and events for the John Shillito Company.

A check-back on the effectiveness of this advertising reveals that WCKY is certainly a preferred station for the locality. I find that on spot checking the audience that they get excellent WCKY reception in all of the local territory at any hour of the day or night that this station is broadcasting

We of course consider this a very valuable asset to any local advertising.

Very truly yours,

Grace Kemper - Publicity Director

JOB FOR THE ADVERTISER ! ★

XUM

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. C. TAYLOR, Advertising Manager

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A Real Object Lesson

THERE IS a real object lesson for radio, and, sadly, for other advertising media, in the results of the survey of the Association of National Advertisers which revealed radio the best dollar-for-dollar advertising buy. Since the publication in our last issue of the results of that study, there have been plenty of fireworks. Radio naturally is using the study to advantage, for it is a better argument for broadcast advertising as an economical buy than anything ever before produced. Newspapers and magazines, which took a terrific lacing for bloating their circulations and increasing rates without considering commodity price levels, have been groping about dizzily for ways of breaking down the analysis.

That the business of broadcasting will profit by the study is obvious. It should also take steps to keep that advantage, for it now has the formula. By keeping its rates in line with the general price level, and by using ethical means of maintaining "circulation," the industry can retain its position as the most economical as well as the most effective advertising buy available. Moreover, radio can justly boast by virtue of the ANA survey, it has used no artifices to "force" circulation and thereby raise rates.

"Purging" the Air Waves!

WE THINK we detect an element of publicity-seeking in the determination of Richard Himber, the orchestra leader, and his four noted colleagues to "purge" radio of suggestive songs and song titles. With their determination to ban suggestive songs from the air, no one can quarrel. Their motive, they say, is to forestall the possibility that the church crusade against indecent movies may be extended to broadcasting.

On the other hand, we would like to ask Messrs. Himber, Vallee, Whiteman, Lombardo and Lyman just how many times they have had to accompany singers who crooned suggestive lyrics? All of them are top-notchers in their craft and are heard chiefly on the networks and better stations. Haven't the networks and stations themselves done a pretty good job of self-censorship in the matter of editing and revising Tin Pan Alley's lyrical output? We think they have, for never in the history of radio has it been necessary for the authorities even to cite a broadcaster under the "indecency, profanity and obscenity" section of the radio or communication laws so far as songs are concerned.

There will always be the reformer element—we have them among that small school of radio-baiting educators already—who will pounce upon radio for any misstep. But even they, granted that some of their criticisms are justified, have not yet found just cause to carp concerning indecent and suggestive singing or story telling on the air. Nevertheless, any movement for self-regulation is a worthy one, and it may be that our dance leaders can really help the broadcasters to continue keeping radio on the high level of entertaining cleanliness it has held for itself so far.

Splendid Selections

ALL CREDIT to the new FCC for its splendid engineering appointments. Merit and technical qualifications alone dictated the appointments of Dr. Jolliffe and his three assistant chief engineers as well as the retention of all the former Radio Commission engineers and the promotions of many of them. The new subordinate appointments and the rest to come were made and will be made under civil service qualifications.

It is apparent that the FCC intends to profit by the example of the Radio Commission and keep its engineering department above reproach. No one could ask for more. Dr. Jolliffe, an eminent scientist whose past record warrants the respect of the whole communications industry, and his aides of the old Commission kept themselves singularly free from the politics that was played in the old days. They may be trusted to handle their jobs in the future also as administrators having their objectives fixed solely on scientific facts and scientific development.

Constitutional Bunk

COMES NOW Rep. James M. Beck (R.), of Pennsylvania, as chairman of the Standing Committee on American Citizenship of the American Bar Association, with the suggestion that radio pay less attention to "trivial entertainments and more or less commercial advertising" and more to use of radio as a public forum.

Mr. Beck would like to have the FCC order networks and stations devote specified hours for the discussion of public questions. He suggests one hour two evenings a week. In the first place, Mr. Beck, great constitutional lawyer that he is, should know far more time than one or two hours per week are given over to the very discussion of public questions he suggests. If one party has used more time than the other, it has been only because the other has neglected to request those facilities.

Secondly, Mr. Beck should know that the FCC, under the law, has not the authority to ask that specific hours be devoted to specific programs. He was a member of the Congress which enacted the Communications Act of 1934, and he always has upheld the principle of free speech. If the FCC were given powers to specify which programs shall go on the air and which shall not, it would have the right of censorship, which the law properly prohibits.

We would suggest to the learned Mr. Beck a deeper study of the Constitution as it may apply to radio. The Democratic policies to which he alludes talk of government for the people. The people want entertainment over the radio. They also want some educational programs of the nature of which Mr. Beck speaks. They are getting them.

The RADIO BOOK SHELF

THE CONCLUSION that the American Plan of broadcasting under private enterprise is best for America and that the British Plan of government operation suits England better, is expressed by Joseph Hergesheimer, noted author in an article in the Aug. 25 issue of the *Saturday Evening Post*, titled "Daffodils on the Air." The British system, the author holds, would never work in this country because it is too dull and disorganized and "a little beyond the taste of the public." One simple choice, he said, in comparing the two systems, was that of "sitting up with American music or falling asleep with the English."

"Aside from every other consideration," Mr. Hergesheimer concluded, "a government control of broadcasting in the United States must lead only to a heavier burden of political fraud and patronage; there would be fresh national scandals, religious controversy and commercial warfare; the collection of a tax on radios would lead principally to dissimulation and the art of concealing aerials."

APPROXIMATELY half (49.27 per cent) of the $30,512,271,000 volume of business reported by wholesale establishments is accounted for by four states, New York, Illinois, California and Pennsylvania, it is shown by preliminary returns from the Census of American Business, issued by the U. S. Census Bureau, the summaries of which are available from that bureau's offices in Washington. The addition of another four states adds a third more of total business, so that the eight states with more than a billion dollars worth of wholesale business annually make up 67 per cent of the total volume. New York alone accounts for $7,863,017,000, or 25.8 per cent of the total in 1933. The other ranking states in the order of importance are: Illinois, California, Pennsylvania, Ohio, Massachusetts, Missouri and Texas.

HOW RADIO's most noted gag men and their ghost writers must delve into the oldest joke-books and weave fresh and up-to-date humor out of old lines, is described in an article titled *Furiously Proceeds Radio's Gag Hunt* in the Aug. 26 issue of the *New York Times Magazine*. The author is Orrin R. Dunlap, Jr., radio editor of the *Times*.

We Pay Our Respects To—

HARRY CECIL BUTCHER

TO GIVE the public a clearer conception of the function of a radio network, chain executives invariably say the network is the radio counterpart of the press association. The network distributes programs to client stations, just as the Associated Press distributes news to its newspaper clients. In journalism, the Washington bureau is the news hub and the Washington bureau chief is usually a newspaper executive who has won his spurs. So, too, with radio—and that brings us to our story.

Harry Cecil Butcher, young, alert, affable and capable, is the new Washington "bureau chief" for the Columbia Broadcasting System. His elevation to that post this month by CBS is a tribute to the enterprise and resourcefulness of this tall, blond young fellow, who numbers among his intimate and personal friends more men high in Washington officialdom than perhaps any other man in radio. As director of the Washington office of CBS, Mr. Butcher also retains the general managership of WJSV, the CBS Washington outlet.

"Butch" (even his two year-old daughter calls him that) succeeds Henry A. Bellows as Washington chief of CBS. After nearly a two-year tenure as CBS vice president stationed in the nation's capital, Mr. Bellows has relinquished that post.

When CBS acquired WJSV under lease in 1932, Mr. Butcher, who had been the network's Washington representative for the preceding two years, became head of the station, and Mr. Bellows was transferred from Minneapolis to serve as Washington executive. Under the realignment, Mr. Butcher returns to his former post, but with the added responsibility of directing WJSV. CBS having enjoyed almost phenomenal expansion during the last two years, the task of Washington director is a far more comprehensive one than it was when the office was established four years ago. Then the network was but two years old, and an infant in contrast to the present organization. "Butch" has grown with CBS, so to speak.

The journalistic analogy fits Harry Cecil Butcher to perfection. He came to radio after he had attained real success as a reporter, editor and author specializing in agricultural subjects. He had his first "flirtation" with radio in 1924, when, as publicity director for the Illinois Agricultural Association, he arranged farm broadcasts over WLS, WGN and KYW, Chicago, and KMOX, St. Louis. His introduction to "big league" radio came through Sam Pickard, now a CBS vice president, who a decade ago was radio director for the Department of Agriculture. Mr. Pickard was named secretary of the Federal Radio Commission when it was created in 1927, and a year later became a commissioner. In 1929, he joined CBS as a vice president, and the following year Mr. Butcher became the CBS Washington manager.

It was logical that Mr. Butcher should first have selected agricultural journalism as his career because he began life as a farm boy. He was born on a farm near Springville, Ia., Nov. 15, 1901, the son of Harry C. and Myrtle Abbie Butcher. After attending country grade schools, he enrolled in the Cedar Rapids, Ia. high school, and then matriculated at the Iowa State College of Agriculture at Ames, working at odd jobs to pay his tuition. During his final year, he was awarded the John Clay scholarship, which paid him a monthly stipend for the handling of the school's publicity.

In 1923—a year before he received his college degree—young Butcher embarked on the epochal adventure of his career. He became "chambermaid" to a shipload of cattle bound for Europe. On that voyage he learned the delicate art of manicuring steers and acquired that "practical stockyard air." Spending two months abroad, he visited foundation farms and inspected famous breeds of livestock all over continental Europe. He earned enough writing stories and articles about them for farm publications to pay his final year's tuition at college, to marry his "best girl" and college classmate, the charming Ruth Bar-

(*Continued on page* 46)

PERSONAL NOTES

CHARLES E. PHELPS, night manager of the Chicago NBC studios for the last two years, will be transferred to the New York NBC sales department, effective Sept. 15. His place will be taken by Ed Cunningham, who started his radio career with NBC as a page boy in 1930 and later became night traffic representative.

CLAIR R. McCULLOUGH, Jr., general manager of the Mason-Dixon Radio Group, underwent an emergency operation for appendicitis at the Lancaster (Pa.) General Hospital Aug. 26.

FRANK WRIGHT, Oakland radio advertising executive, has been appointed general sales manager of KTAB, San Francisco, by W. I. Dumm, manager and president of the corporation operating that station.

MURRAY B. GRABHORN, prominent Pacific coast advertising executive, has been appointed sales manager of Don Lee's KFRC, San Francisco, succeeding Arthur Kemp, who was transferred to a similar capacity at KHJ, Los Angeles.

GERALD L. NORTON, of the sales staff of KHJ, Los Angeles, late in August was assigned as inside contact man for the commercial division. After accounts are sold, he will service them from the office during the duration of contracts.

DONALD D. DAVIS, president of WHB, Kansas City, returned to his office in August after an enforced absence of three months due to injuries suffered in an automobile accident on May 27. He suffered a broken jaw, broken arm and severe cuts.

TED WALLENSTEIN, head of the record and transcription department of RCA-Victor Co., Camden, N. J., and E. M. Hartley, head of the service department of the same organization, visited Los Angeles late in August.

HARBEN DANIEL, sales and merchandising manager of WSM, Nashville, will be married early in September to Miss Cartherine Murrey, of Nashville.

JACK KELLY, formerly publicity director of WTAM, Cleveland, and later sales manager of WSEN, Columbus, O., has joined the sales staff WBNS, Columbus.

FRANK SMITH, formerly with Lehman Brothers, New York banking house, and John Galbraith, who comes to radio from outdoor advertising work, have joined the sales staff of WNEW, Newark.

JAMES PATE, of the sales department of KTAT, Fort Worth, has been appointed manager of WACO, Waco, Tex., succeeding Bud Cherrington, who has been transferred to KLRA, Little Rock, Ark.

A. J. MOSBY, manager of KGVO, Missoula, Mont., spent the early part of August contacting agencies and representatives in Seattle and San Francisco.

BARNEY IRWIN, formerly with WEBC, Duluth; Ed Balsam, formerly with WSGN, Birmingham, and Loy Duddleston, formerly with KXYZ, Houston, have been added to the sales force of WIND, Gary, Ind.

ARTHUR KEMP, commercial manager of KFRC, San Francisco, has been transferred in similar position to KHJ, Los Angeles. Murray Grabhorn, KHJ's commercial head has shifted to KFRC.

DON GILMAN, vice president and Pacific coast manager for NBC, acted as m. c. for the transcontinental of Aug. 29 from Hollywood, the first of a series of four broadcasts from the film capital. The purpose of the series is to acquaint the public with the cleanup campaign within the movie industry.

JUDGE E. O. SYKES, FCC chairman, left Washington Aug. 23 for a vacation in his home town of Jackson, Miss., until after Labor Day. Also vacationing in the same town is Paul D. P. Spearman, FCC general counsel. Herbert L. Pettey, secretary, is on a vacation in New England.

B. A. MANRING has been promoted to assistant manager of WAIU, Columbus, O., under Harry H. Hoessley, former commercial manager, who was named to succeed Eric Howlett as manager.

JOHN B. BALLANTINE, for two years with KVOR, Colorado Springs, has joined the commercial staff of KFEL, Denver.

N. A. THOMAS, president of WDOD, Chattanooga, Tenn., and Mrs. Thomas are parents of a daughter, Mary Ann, born in August.

RALPH M. COHEN, at one time with WKBF, Indianapolis, and later executive secretary of the Miami Valley Paper Shippers Association, has joined the Keller-Crescent Co., Evansville, Ind., as account executive.

NADINE AMOS, the past several years secretary of the NBC press department in San Francisco, has been transferred to the newly created publicity office in the Richfield Bldg., Los Angeles. She will assist in preparing the news commentator copy for the Richfield Reporter programs daily.

JOHN NESS, former manager of KMTR, Hollywood, and connected with Hearst radio activities in San Francisco this summer, on Sept. 1 joined KNX, Hollywood, in connection with outside exploitation work.

CHARLES R. RAMSEY, Hollywood business man, on Sept. 1 first became commercial manager of Radio Release, Ltd., Hollywood transcription firm.

BEHIND THE MICROPHONE

WILLIAM B. HANLEY, Jr., dramatic director of NBC, was married to Madge Kennedy, the actress, at Kingman, Ariz., on Aug. 13, it was disclosed Aug. 26, when they returned to New York. Mr. Hanley has been with NBC since 1930 and directs the current Fred Allen shows.

JOHN F. McNAMARA, announcer, has been named program manager of WBZ-WBZA, Boston-Springfield, to fill the vacancy created by the resignation of John L. Clark. Announcement of McNamara's promotion was made by John A. Holman, NBC general manager in New England, who also named John H. Wright, widely-known production expert, to the program department staff.

WALBERG BROWN, former WTAM, Cleveland, has joined WGAR, Cleveland, as musical director, succeeding Earl A. Rohlf, who will devote full time to training soloists and vocal groups for the station.

WILLIAM A. FARREN, chief announcer of WNEW, Newark, who formerly was with KDKA, Pittsburgh, has been named production chief of WNEW.

GLENHALL TAYLOR, former announcer with KTAM, Los Angeles, and KTAB, Oakland, has joined the production staff of KHJ, Los Angeles. Pat Weaver, KHJ producer, has been transferred to KFRC, San Francisco.

JAMES UBLEHART has been appointed chief announcer of WAIU, Columbus, O., in its new reorganization, with James Weigel, Blair Stewart and Charles Lake retained as announcers.

A. W. STONE has joined the staff of KFOX, Long Beach, Cal., as press representative.

SYLVESTER (Pat) WEAVER, Jr., who has been a production manager and script writer at KHJ, Los Angeles, has gone to KFRC, San Francisco, to serve as supervising production manager in charge of commercial programs. Arnold Maguire, known to radio listeners through his role "Adhesive Pontoon" on the Don Lee network, is now production manager in charge of sustaining programs.

THOMAS ASHWELL, former director of the Morgan Productions, Inc., radio school, author and radio continuity writer, has been appointed program manager of Hearst's KYA, San Francisco, by Edward McCallum, KYA general manager. He succeeds Lynn Church, who has taken over other duties at KYA.

MEREDITH WILLSON, NBC western division general musical director, with Mrs. Willson, leaves San Francisco Sept. 20 for a three weeks' vacation in New York City.

GENE LAVALLE, formerly of WOR and WMCA, New York, has joined WGAR, Cleveland, and is presenting each week day morning a program titled "Voice of Hope and Cheer." He answers listeners' questions relating to business, domestic troubles and problems of the heart.

PAUL PIERCE, staff announcer of KFWB, Hollywood, and Mrs. Pierce are parents of a daughter, born in August.

GEORGE McGARRETT, western program director for CBS in Los Angeles, and Mrs. McGarrett are parents of a daughter, Patricia, born Aug. 20.

JOE DuMOND, production manager of WMT, Waterloo, Ia., has been informed by his song publishers, Forster Music Publishers, Inc., Chicago, that his "Your Song for Today" will be sung by Arthur Tracy in recordings being produced for the BBC. Mr. DuMond is also preparing two books, "Josh Higgins by the Bend o' the River," and "Josh Higgins Hymns" for publication this fall.

GEORGE McGARRETT, west coast program director for CBS with headquarters in Los Angeles, left for New York the last of August with J. P. McEvoy, writer, for conferences with Campbell soup executives on their program which starts from Los Angeles and Hollywood Oct. 5.

JACK CARRINGTON, one time announcer at KGFJ, Los Angeles, but lately free lancing, has joined the announcing staff of KMTR, Hollywood.

CHARLES BENSON, formerly a Hollywood radio announcer, has been added to the staff of KFAC, Los Angeles, to announce a sponsored program twice daily.

PARKER WHEATLEY, program manager of KYW, Chicago, is nursing a badly infected right hand.

RUTH SEANOR, Chicago NBC hostess, resigned effective Aug. 15. She will be married Sept. 20 to John W. Hubbell of New York, advertising manager of the Simmons Bed Co. Miss Seanor was replaced by Mary Franke Lemon, a Northwestern University co-ed.

HARRY McTIGUE, formerly of WIND, Gary, Ind., has been added to the announcing staff of WJJD, Chicago. Before coming to the Gary station, he was connected with the old WFIW, Hopkinsville, Ky.

HOUSE JAMESON, formerly an actor with the Theater Guild and also formerly on the stage in Australia, has been named chief announcer and dramatic director of WEVD, New York.

JIMMY FIDLER, who does the film gossip for the NBC Shell Show on the west coast, returned late in August from New York with a contract to do an inside picture broadcast weekly over NBC from Hollywood for Tangee, lipstick manufacturers, starting in December.

"Hollywood Hotel" Lead Chosen

WINNER of the role opposite Dick Powell, film star, in the "Hollywood Hotel" series to start on a nation-wide CBS network Oct. 5 under sponsorship of Campbell Soup Co., Fridays, 9:30-10:30 p. m., EST, was Miss Rowene Williams, Minneapolis soprano, a former opera singer who for five years appeared alternately on WCCO, Minneapolis, and KSTP, St. Paul. She is here shown at the right, with Fay Bainter, the actress, left, and Gene Buck, president of ASCAP, center. Miss Bainter and Mr. Buck were among the judges at the final eliminations of the 12 regional audition winners in the New York Studios of CBS Aug. 16. It is estimated that 20,000 girls competed in the local contests held at all CBS stations. The Campbell account is handled by F. Wallis Armstrong Co., Philadelphia.

DON BERNARD, formerly with NBC in Chicago and New York in production work, late in August was named program director of KHJ, Los Angeles, and the Don Lee-California chain. The station has been operating several months without a program director, but with a program committee functioning. The committee will continue to supervise KHJ programs, with Mr. Bernard functioning mostly for programs originating at KHJ for the network.

ROLAND KIBBE, continuity head of KGFJ, Los Angeles, resigned in August to free lance. His place was taken by Harry Vincent, onetime head of Radioscript Productions, now out of existence.

JACK CARTER, on the announcing-artists staff of KNX, Hollywood, is recuperating at the Hollywood Hospital from a broken knee-cap received when he slipped and fell while playing ping-pong.

DON THOMPSON, producer-announcer for NBC in San Francisco, left Los Angeles via plane Aug. 15 to vacation with his wife who is studying at the university in Mexico City.

CONNIE FROGLEY has become secretary to Al Pearce, of the NBC coast network. A brother of the radio editor of the *Los Angeles Illustrated Daily News*, at one time she was with the office staff of KRKD, Los Angeles, and KMPC, Beverly Hills.

NICK KENNY, radio editor of the *New York Mirror*, arrived in Hollywood late in August to do script work on a picture for one of the studios.

FORREST BARNES, the past several years producer at KMPC, Beverly Hills, Cal., has been added to the continuity staff of KFI, Los Angeles, to write and produce "Makers of History" and other weekly features.

WALTER McCREERY, former commercial manager of KMPC, Beverly Hills, Cal., but more recently a radio broker in Los Angeles, has retired from the general radio account field and will hereafter specialize only in the promotion of sports events over the air.

ROCKY WOLFE, sports announcer, has returned to WIND, Gary, Ind., to handle boxing and wrestling broadcasts.

A. CLOYD GILL, director of radio for the NRA in New York on Grover Whalen's committee, who has conducted his "30 Club" on WMAL, Washington, and WMCA, New York, has been signed by the ABS-WMCA network as its nightly news commentator.

ROBERT DE HAVEN, formerly with WTMJ, Milwaukee, has joined the announcing staff of WTCN, Minneapolis.

DAVID GLICKMAN has been appointed publicity director of KFRC, San Francisco, succeeding Harold Bock, who has gone to Los Angeles to take charge of NBC publicity there.

CLAIR SHADWELL, announcer of WBT, Charlotte, N. C., has taken over the "Morning Musical Clock," replacing Lee Everett, transferred in August to WJSV, Washington, as production manager.

EARL WITHROW has been added to the WJJD horse-racing program with Buell Patterson, as master of ceremonies. The program is sponsored by the National Distilling Co., Milwaukee, and is handled by Klau-Van Pieterson-Dunlap Associates, Milwaukee.

ARTHUR GUTOW, noted organist of Chicago and Detroit, first heard on WMAQ, has joined the musical staff of WMCA, New York, and the American Broadcasting System.

EDWARD H. SMITH, who formerly was with NBC and WTAM, Cleveland, has been added to the WMCA-ABS staff in New York as a continuity writer.

ALBERT ROTH, orchestra conductor and violinist, on Oct. 1 will join KMOX, St. Louis, as musical director, bringing with him an orchestra of 14 pieces. KMOX also announces the signing of "Dr. Pratt and Sherman," famous comedy team from KYW and WMAQ, Chicago.

IN THE CONTROL ROO

EDWIN K. COHAN, technical director of CBS, had his car badly damaged but escaped injury himself when it caught fire near West Roxbury, Mass., Aug. 18. He was on tour of New England, checking Columbia reception. With the aid of the local fire department, the front part of the car was saved, and Cohan drove the surviving half of the vehicle back to New York.

GEORGE SHIELDS, formerly of WHN, New York, has joined the engineering staff of WNEW, Newark. Shields, a radio amateur of many years' standing, has also been associated with the Electrical Research Products, Inc.

A. C. McCLELLAND has been appointed chief engineer of WAIU, Columbus, O., succeeding Ralph Loeffler.

DOUGLAS D. KAHLE and Merle Floegel have joined the operating staff of KFEL, Denver, under Chief Engineer J. Peyton Veatch.

GILBERT A. MONRO, transmitter engineer of WBT, Charlotte, N. C., will be married Sept. 1 to Mrs. Effie Akers Lowe, of Charlotte.

CARL BISCHOFF, control and construction engineer of WBNS, Columbus, O., was married recently to Lee Holt, of Marion, O.

GEORGE FURTNEY, formerly of the plant staff of KTAT, Fort Worth, Tex., has been transferred to the studios as control operator. A. R. Tinsley and Burton Boatwright have been made full-time plant operators.

GEORGE REYNOLDS, engineer of WSM, Nashville, and Mrs. Reynolds are parents of a son, George, Jr., born July 29.

While

ATLANTA

is leading the South
to greater prosperity

WGST

is leading both local and national advertisers to bigger sales, better profits

because

Recent survey by Ross Federal Service proves WGST to carry largest consistent local radio audience of any Atlanta station.

WGST offers the most economical coverage of Georgia's largest trading area—(37% of state's population).

1000 WATTS DAY
500 WATTS NIGHT

WGST completely covers an area which represents 71% of retail sales in Georgia.

WGST—ATLANTA, GEORGIA

National Representative
PAUL H. RAYMER
New York Chicago San Francisco

Skelly Air Races Linked With Discs, Draw Big Crowds

Jimmie Allen Contest Proves Natural Promotion Stunt

A MERCHANDISING promotion scheme that aroused the active interest of 125,000 persons in 11 cities was staged this summer in connection with the popular transcription series, "The Air Adventures of Jimmie Allen," sponsored by the Skelly Oil Company, Tulsa, Okla.

Model airplanes, which were sold by Skelly service stations, participated in the air races, attracting adults as well as children. The planes were designed after the pattern of the "Jimmie Allen Thunderbolt" of the WBS radio disc series.

Publicity Is Easy

THE RACES started July 1 in Kansas City and occupied the next fortnight in the following cities: Tulsa, Des Moines, Denver, Wichita, Cedar Rapids, Dubuque, St. Louis, Peoria, Minneapolis and Omaha. W. G. Skelly, president of the Skelly Oil Co., personally directed the race at Tulsa.

Newspaper publicity came easy because of the widespread interest in the contest. Pictures and stories of planes and contestants were carried before and after the event. Civic organizations jointly sponsored the races, and prizes were donated by local business men.

The success of the Jimmie Allen Air Races can best be understood by referring to the merchandising history of the program. During Christmas week of 1933 Skelly Oil Co. offered over the air a free picture of Jimmie Allen at any Skelly service station. In little more than five days, 350,000 of these photographs were given away. In subsequent weeks, additional pictures of Speed Robertson, Jimmie Allen's pal in his recorded adventures, The Monson 800, with which Jimmie Allen won the Vanderpool Cup race, and Jimmie Allen with Barbara Croft, the romantic of the program, were offered. The demand for these exceeded the mark set by the picture of Jimmie Allen alone. Even as late as Aug. 1 the Skelly offices in Kansas City were receiving mail requests for the whole set of pictures.

400,000 Join Club

ON APRIL 13, the creation of the National Jimmie Allen Flying Club was announced. During the eleven weeks preceding the Jimmie Allen Air Races nearly 400,000 boys and girls in Skelly marketing states enrolled in Jimmie Allen's Club—more than four times as many as enrolled in a similar club in the 1933 spring and summer. During the broadcasts of the "Jimmie Allen Air Adventure," local squadrons of the Jimmie Allen Flying Club were announced. More than 2,500 of these squadrons had been organized when the program went off the air on June 29. It will be resumed in the fall.

To assist in carrying on the activities of its Jimmie Allen Flying Club, Skelly offered the "Jimmie Allen Club News" through its service stations during the weeks following April 13. This was a single sheet of newspaper size, folded twice. The inside carried a separate serial air adventure of Jimmie Allen, while the outside was devoted to news of the club and squadrons, with comic strips to add interest. Throughout the entire eleven weeks of the Flying Club broadcast, nearly half a million persons each week called at Skelly stations to secure the current issue of the "Jimmie Allen Club News."

Cuss-Words Taboo

ALL-WAVE radio receivers used by the public are cramping the style of Uncle Sam's forest rangers. Strict orders against "cuss words" in radio conversations among the forest fire-fighters have been issued by the Forest Service in Washington and will apply to the more than 600 short-wave radio stations which have been installed for emergency communication in the national forests this summer. Since short-wave receivers have become so popular, it was said, radio gives far less privacy than even the old-fashioned party telephone lines. Thousands of listeners, according to the Forest Service, occasionally tune in on the Forest Service stations to get a real insight into the many difficulties foresters have to meet in quelling fires in the woods.

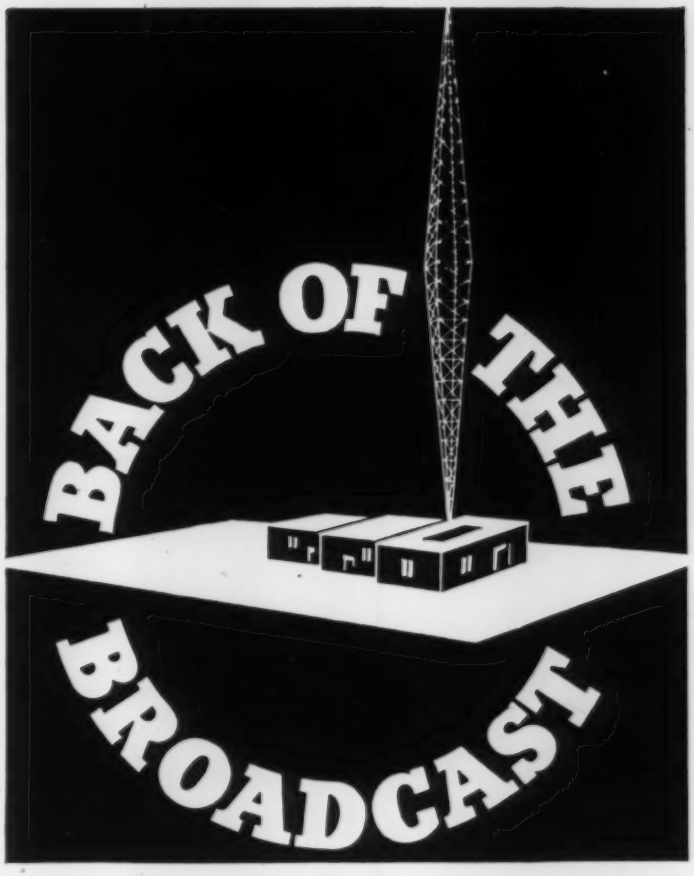
FCC Members Are Feted At Capital Radio Dinner

MEMBERS of the FCC, with the exception of Commissioner Paul A. Walker, who was out of town, were the guests of the American Section of the International Committee on Radio at a dinner-meeting Aug. 21 at the University Club in Washington. A portion of the session was broadcast over an NBC-WJZ network, including a short address by Chairman Sykes.

In addition to Judge Sykes, who discussed the functions and objectives of the new Commission, speakers included John W. Guider, Washington attorney and vice president of the American Section, who presided in the absence of Senator Wallace White, Jr., of Maine, president; Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards; William R. Vallance, State Department, and Fred J. Guthrie, Washington manager, RCA Communications, Inc. Approximately 100 of Washington's radio fraternity attended the dinner and session.

Radio Mourns Rainey

THE DEATH of Speaker Rainey of the House of Representatives Aug. 19 lost to radio one of its staunchest Washington friends. The late Speaker of the House made radio history on March 9, 1933, when he authorized the broadcasters to install microphones on the rostrum and floor of the House for the first time in history during the special session called by President Roosevelt to deal with the banking crisis. He was always cooperative with the radio men whereas previous regimes had refused to permit the broadcasting of congressional debates.



MUSIC and speech come *out of the ether* into the homes of the nation's radio listeners. But back of the broadcast lie thousands of miles of special telephone wire that go to make up the networks . . . expensive equipment such as repeaters, power plants, testing apparatus, and control rooms . . . highly trained personnel whose function it is to see that the programs are dispatched to the farthest corners of the country on the scheduled moment, and are transmitted clearly and without interruption.

From the earliest days of radio, the Bell System has recognized its responsibility in helping to develop this important medium, so that it might be placed within the reach of millions. Today it has a plant investment of more than twenty million dollars for program transmission.

In the final analysis, the success of a network program depends largely upon the fidelity of its transmission. It is the aim of the Bell System to provide facilities of the highest quality at all times.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WFAA, Dallas: Histeen Corp., Chicago (hay fever remedy), 13 one-minute transcriptions, thru Ruthrauff & Ryan, Chicago; Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's Liniment), 52 announcements, Wade Advertising Agency, Chicago; Love Charm Co., St. Louis (Love Charm face powder), 26 weekly studio programs, Hilmer V. Swenson Co., St. Louis; Sterling Casualty Insurance Co., Chicago, 13 weekly studio programs, First United Broadcasters, Chicago; Pathfinder Publishing Co., Washington (magazine), 26 weekly studio programs, Rhodes & Leisinring Co., Chicago; Morton Salt Co., Chicago, 13 weekly studio programs, Wade Advertising Agency, Chicago; Geppert Studios, Des Moines (snapshot enlargements), 13 weekly studio programs, Lessing Advertising Co., Des Moines; Reliance Mfg. Co., Chicago (Big Yank work shirts), 26 weekly studio programs, Carroll Dean Murphy, Chicago; Stockman Farmer Supply Co., Denver, 20 twice weekly studio programs, McCann-Erickson, Inc., Chicago; Scott & Bowne, Boston (Scott's Emulsion), 39 twice weekly 1-minute transcriptions, Marschalk & Pratt, N. Y.; Bristol-Myers Co., New York (Ingram's Milkweed Cream), 13 weekly transcriptions, Thompson-Koch Co., Cincinnati; Theo Hamm Brewing Co., Waukesha, Wis. (beer), 7 weekly transcriptions, McCord Co., Minneapolis; Nisley Co., Columbus, O. (Nisley shoes), 36 thrice weekly 1-minute transcriptions, Munn-Romer-Robbins & Pearson, Columbus; Wm. R. Warner Co., New York (Sloan's Liniment), 26 weekly half hour transcriptions, Cecil, Warwick & Cecil, N. Y.; Chieftain Mfg. Co., Baltimore (Colorshine), 15 thrice weekly 1-minute transcriptions, Van Sant, Dugdale & Co., Baltimore; Quaker Oats Co., Chicago (puffed wheat and rice), one 5-minute transcription, Fletcher & Ellis, N. Y.; Paris Medicine Co., St. Louis (Grove's Tasteless Chill Tonic), 78 daily announcements, Stack-Goble Advertising Agency, Chicago; Norwich Pharmacal Co., Norwich, Conn. (Unguentine), 26 daily announcements, L. C. Gumbinner Agency, N. Y.; Sears, Roebuck & Co., Chicago (raw fur marketing service), 13 weekly 5-minute programs, Neisser-Myerhoff, Chicago; Montgomery-Ward & Co., Chicago (raw fur marketing service), 13 weekly 5-minute programs, Neisser-Myerhoff, Chicago; Central Shoe Co., St. Louis, 26 twice weekly transcriptions, Jimm Daugherty, Inc., St. Louis.

WNAC, Boston: Great A. & P. Tea Co., Cambridge, Mass., 4 announcements daily, 26 weeks, thru Radio Broadcasting Co., Boston; Johnson Educator Co., Holyoke, Mass. (crackers), daily weather reports, 52 weeks. John Queen Advertising, N. Y.; Eaton Paper Co., Brockton, Mass. (writing paper), 75 announcements, Wiley B. Jones Advertising, Boston; Brockton Fair, Brockton, Mass. (exposition), 75 announcements, 2 weeks, Ingalls Advertising, Boston.

WGN, Chicago: Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer), renewed three 15-minute transcriptions weekly, 13 weeks, thru Wade Advertising Agency, Chicago; Evans Fur Co., Chicago, three 15-minute programs weekly, 22 weeks, direct; Illinois Central Railroad, Chicago, announcements, Caples Company, Chicago.

WHAM, Rochester, N. Y.: Kendall Refining Co., Bradford, Pa. (gas and oil), Kendall Sportcast, 6 days weekly, 3 years, thru Landsheft & Bonning, Buffalo, N. Y.; Socony-Vacuum Oil Co., New York (Mobilgas and Mobiloil), studio program 3 days weekly, 3 months, J. Sterling Getchell, N. Y.; Ironized Yeast Co., Atlanta, 3 transcriptions weekly, 2 months, Rauthrauff & Ryan, N. Y.; R. L. Watkins Co., New York (Dr. Lyon's tooth powder), Merry-Go-Round transcription, once weekly, 3 months. WBS; Oakite Products, Inc., New York (household cleanser), 26 studio programs, Richard & Co., N. Y.; Scott & Bowne, Elmira, N. Y. (Scott's Emulsion), music and talks 3 mornings weekly, 5 months, Marschalk & Pratt, N. Y.; Norwich Pharmacal Co., Norwich, N. Y., 26 studio programs, Lawrence C. Gumbinner, N. Y.

WLS, Chicago: Kalamazoo Stove Co., Kalamazoo, Mich (stoves), 12 quarter-hour programs, thru Cramer-Krasselt, Milwaukee; Chr. Hansen Laboratories, Little Falls, N. Y. (Junket ice cream mix), 39 announcements, Mitchell-Fause Advertising Co., Chicago; Illinois Central Railroad, Chicago, renewed 10 announcements, Caples Company, Chicago; The Sisalkraft Co., Chicago (roofing material), renewed 6 announcements, Russel T. Gray, Inc., Chicago.

WJJD, Chicago: Knox Company, Kansas City (Cystex), 26 quarter-hour programs, thru Dillon & Kirk, Kansas City, starting Sept. 16; Dollar Crystal Co., Omaha (Texas Crystals), 2 quarter hours daily, 26 weeks, direct; Lipton Tea Co., New York, 13 announcements daily, 8 weeks, Frank Presbry Co., N. Y.; Histeen Corp., Chicago (hay fever remedy) one announcement daily, 4 weeks, Rauthrauff & Ryan, Chicago.

WCAE, Pittsburgh: American Oil Co., Baltimore (Amoco gas and oil), 76 nightly announcements, thru Joseph Katz Co., Baltimore; R. L. Watkins Co., New York (Dr. Lyons tooth-paste), 11 transcriptions, Blackett-Sample-Hummert, N. Y.; U. S. School of Music, New York, 26 programs, Rose-Martin, Inc., N. Y.; Scott & Bowne, Inc., Elmira, N. Y. (Scott's Emulsion), 39 transcriptions, Marschalk & Pratt, N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem), daily announcements, 26 weeks, Joseph Katz Co., Baltimore; Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes), 26 transcriptions, Batton, Barton, Durstine & Osborn, N. Y.; Quaker Oats Co., Chicago (cereals), 2 studio programs, Fletcher & Ellis, N. Y.; Natural Gas Co., Pittsburgh, 100 daily announcements, Ketchum, MacLeod & Grove, Pittsburgh; Dodge Brothers Corp., Detroit (autos), 5 transcriptions, Ruthrauff & Ryan, N. Y.; Scott Paper Co., Chester, Pa. (Sani-Tissue), 42 announcements, J. Walter Thompson Co., N. Y.; Rival Packing Co., Chicago (Rival dog food), 26 transcriptions, Charles Silver, Chicago.

WBT, Charlotte, N. C.: Armand Co., Des Moines (cosmetics), 4 transcriptions, thru N. Y. Ayer & Son, N. Y.; American Oil Co., Baltimore (Amoco oil and gas), 6 announcements weekly, 8 weeks, Joseph Katz Co., Baltimore; Bulova Watch Co., 7 time signals weekly, 17 weeks, Biow Co., N. Y.; Monroe Hardware Co., Monroe, N. C. (Grunow radios), 6 studio programs weekly, 4 weeks; Dr. Pepper Co., Dallas (soft drink), 6 announcements daily, 9 weeks, Tracy-Locke-Dawson Co., Dallas; Pure Oil Co., local branch, weekly minstrel show, 26 weeks, Freitag Advertising Agency, Atlanta; Seminole Paper Co., Chicago (tissue); weekly transcription, 4 weeks, Paris & Peart, N. Y.

RADIO FOR STEEL BARRELS—Here are the promoters and producers on this unique radio account's transcription series; left to right: Jesse Butcher, radio agent; Leon Kelly, Fishler, Zealand & Co., agency; Al J. Stinton, WBS sound effects expert; Glenn W. Bittell, Commissioner of the Associated Manufacturers of Steel Beer Barrels; Charles Premmas, soloist; Jean Stewart, Sutton News Service; George Houston, program director; Roger Bower, announcer, and George W. Sutton, Jr., sports commentator.

GOING on the air to persuade the public as well as makers and dispensers of beverages that steel barrels are preferable, the Associated Manufacturers of Steel Beer Barrels, New York, has coordinated its spot radio campaign with newspaper advertising and motion picture promotion placed through Fishler, Zealand & Co., New York agency. Fifteen WBS transcriptions, titled "Kings and Queens of Sport," have been spotted Thursdays, 6:30-6:45 p. m., on WOR, Newark, and KDKA, Pittsburgh, and Fridays, 6:45-7 p. m., on WMAQ, Chicago.

The program consists of tenor solos by Charles Premmac and talks on sports champions by George W. Sutton, Jr., president of Sutton News Service, New York, with elaborate sound effects and a talk on steel barrels by Roger Bower, announcer. Programs end with an offer of the association's booklet, "Beer in Steel."

KYW, Chicago: Histeen Corp., Chicago (hay fever remedy), announcements thru Rauthrauff & Ryan, Chicago; Moore Stove Corp., Joliet, Ill., studio program weekly, Sept. 10 to Nov. 26, Roland G. E. Ullman Agency, Philadelphia; Kremola Co., Chicago (face cleanser), quarter-hour once weekly, 52 weeks, beginning Sept. 10, Guenther-Bradford Agency, Chicago; Orange Crush Co., Chicago, full hour Sundays, J. Walter Thompson, Chicago; Father Coughlin, Royal Oak, Mich., 26 hour programs, starting Oct. 28; World Wide Gospel Courier (Paul Rader evangelist), 45 minutes three nights weekly, 2 weeks, direct; Piso Co., Warren, Pa. (proprietary remedies), daily announcements, 13 weeks, beginning Nov. 3, Watson Advertising Co., Chicago.

WSPD, Toledo, O.: Chevrolet Motor Co., 12 announcements, thru Campbell-Ewald, Detroit; Continental Baking Co., New York (Wonder Bread), 100 announcements, Batten, Barton, Durstine & Osborn, N. Y. Lakeshore Electric Railway, Cleveland, 12 announcements, Campbell-Sanford Advertising Agency, Cleveland; Reliance Mfg. Co., Chicago (Big Yank shirts), 6 announcements WBS; Dodge Motor Co., 12 announcements, Rauthrauff & Ryan, N. Y.; White Star Refining Co., Cleveland (gas and oil), 6 programs, J. Sterling Getchell, Detroit.

KGB, San Diego, Cal.: Nu-Enamel Paint Co., Chicago, 30 daily announcements, direct; Citrus Soap Co., San Diego, 3 transcriptions daily, 52 weeks; thru Norman W. Tolle, San Diego; Arrowhead Water Co., Los Angeles (mineral water), 2 transcriptions daily, 90 days, McCarty Co., Los Angeles; Coffee Refining Co., San Diego (Quick Coffee), daily announcements, 6 months, Western Advertising Co., San Diego; Knox Co., Kansas City (Cystex), 15-minute transcription weekly, 1 month, Dillon & Kirk, Kansas City.

WCAU, Philadelphia: American Oil Co., Baltimore, 90 announcements thrice nightly, thru Joseph Katz Co., Baltimore; Bristol-Myers Co., New York (Ingram's Milk Weed Cream), 13 weekly transcriptions, Thompson-Koch Co., Cincinnati; Dodge Brothers Corp., Detroit, 5 one-minute transcriptions, Ruthrauff & Ryan, N. Y.; Crowell Publishing Co., New York (Woman's Home Companion), monthly talks by Jean Abbey to Aug. 6, 1935, Geyer-Cornell Co., N. Y.

WNAC, Boston: Deerfoot Farms, Southboro, Mass. (dairy products), twice weekly, 13 weeks, thru N. W. Ayer & Son, Boston; De Soto Motors Corp, New York, temperature reports, daily 12 times, E. Sterling Getchell, N. Y.; Thomas Leeming Co., Baltimore (Baume Bengue) 13 transcriptions, Wm. Esty Co., N. Y.; American Oil Co., Boston (Amoco gas), 105 announcements, Joseph Katz Agency, Boston; I. J. Fox, New York (furs), daily announcements, 4 weeks, Rooney Advertising Agency, Boston.

KTAT, Forth Worth, Tex.: American Perfume Co., Seattle (Lady Blondell perfume), announcements thru Northwest Radio Advertising Co., Seattle; Cuhan & Luhow, New York (Dundee Smart Clothes), 300 announcements, thru local dealer; Frito Co., San Antonio, Tex., 100 announcements, Parker-Valentine, San Antonio; Malt-O-Meal Co., Minneapolis, 100 announcements; Hyral Distributing Co., Fort Worth (Hyral), daily announcements.

WJZ, New York: Fels & Co., Philadelphia (soap) on Aug. 20 started "The Wife Saver," with Allen Prescott, Irving Miller and Ray Heatherton, Mondays and Wednesdays, 11-11:14 a. m., EDST, thru Young & Rubicam, N. Y.

WFBL, Syracuse, N. Y.: Len-Zol Products, Inc., Syracuse (Len-Zol) daily announcement and nightly 5 minute talk.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

FORD MOTOR Co., Detroit (dealers), on August 15 started "Mickey Cochrane on the Pennant Race" on basic CBS network, program originating at various points the teams are playing, Wednesdays, 9-9:15 p. m. Agency: N. W. Ayer & Son, N. Y.

KOLYNOS Co., New Haven, Conn. (Kolynos toothpaste), on Sept. 24 starts "Just Plain Bill" on 7 CBS stations from WBBM, plus CBS-Don Lee network, Mondays to Fridays, inclusive, 2-2:15 p. m., with repeat for 12 eastern stations, 7:15-7:30 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

WHEATENA Corp., Rahway, N. J. (cereal), on Aug. 27 started "Wheatenaville Sketches" on CBS-Don Lee network from KFRC, Mondays to Fridays, inclusive, 5:15-5:30 p. m., EST. Agency: McKee & Albright, Philadelphia.

RALSTON PURINA Co., St. Louis (Ry-Krisp) on Oct. 3 starts undetermined program on 28 NBC-WJZ and supplementary stations, Wednesdays, 10:15-10:30 p. m., EST. Agency: Gardner Advertising Co., N. Y.

SWIFT & Co., Chicago (foods), on Oct. 6 starts program featuring Sigmund Romberg, William Lyon Phelps and Richard Bonelli on 35 NBC-WEAF and supplementary stations, Saturdays, 8-9 p. m., EST. Agency: J. Walter Thompson Co., Chicago.

EDUCATOR BISCUIT Co., Chicago (biscuits) on Oct. 1 starts "Dick Steele, the Boy Reporter," on special NBC network, comprising WMAQ, WSAI, WTAM, KSD, WOW, WDAF and WOC-WHO, Mondays to Fridays inclusive, 6-6:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

HECKER-H-O Co., Buffalo, N. Y. (cereals), on Sept. 17 renews "Bobby Benson and Sunny Jim" on 9 eastern CBS stations, Mondays to Fridays inclusive, 6:15-6:30 p. m. Agency, Erwin, Wasey & Co., N. Y.

BUREAU OF MILK PUBLICITY, Albany, N. Y. (milk health drive), on Oct. 2 starts "Robinson Crusoe, Jr.," dramatic serial, on 7 CBS stations in New York state, Tuesdays, Thursdays, Fridays and Saturdays, 5:45-6 p. m., EST. Agency: N. W. Ayer & Son., N. Y.

BOOTH FISHERIES Co., Chicago (fish products) on Sept. 19 starts "The Fish Tale," dramatic sketches, with Cadets Quartet, on 13 CBS stations, keyed from WBBM, Wednesdays, 11:15-11:30 a. m. Agency: Carroll Dean Murphy, Chicago.

JOHN IRVING SHOE Co., Hartford (retail shoe store chain) on Aug. 24 started Joe Rines and orchestra on 5 Yankee Network stations, Wednesdays and Fridays, 7-7:15 p. m., to Sept. 28. Agency: Bresnick & Solomont, Boston.

CROFT BREWING Co., Boston (Croft ale), on July 2 started participations in Yankee Network news program on 9 Yankee Network stations, Mondays, Wednesdays and Fridays, 6 p. m. Agency: McCann-Erickson, Inc., N. Y.

C. F. MUELLER Co., Jersey City, N. J. (macaroni and spaghetti) on Oct. 15 renews "Bill & Ginger" on 10 CBS stations, keyed from WCAU, Mondays, Wednesdays and Fridays, 10:15-10:30 a. m., EST. Agency: E. W. Hellwig Co., N. Y.

NATIONAL MODES, Inc., New York (Carolyn Fashions) on Sept. 18 only will sponsor the "Carolyn Fashion Show of the Air" on 30 CBS stations, Tuesday, 2:30-4 p. m. Agency: Grey Advertising Service, N. Y.

NBC CHANGES: Andrew Jergens Co. "Jergens Program" on Sept. 2 starts changed lineup of 16 NBC-WJZ stations, Sundays, 9:30-9:45 p. m., and on Nov. 4 starts repeat for 23 western stations, 11:30-11:45 p. m.; Procter & Gamble Co. "Oxydol's Own Ma Perkins" on Sept. 10 drops CFCF, NBC-WEAF; Ralston Purina Co. "Tom Mix Ralston Straight Shooter" on Oct. 1 drops CRCT and CFCF, NBC-WEAF; Colgate-Palmolive-Peet Co. "Colgate House Party" on Aug. 13 added WAVE and Aug. 20 added KFSD, KTAR and WSOC, NBC-WEAF; Northam Warren Corp. "Let's Listen to Harris" on Sept. 21 added CFCF, NBC-WJZ; Welch Grape Juice Co. "Irene Rich for Welch" has extended contract to Sept. 26, NBC-WJZ; General Mills, Inc. "Betty Crocker" on Aug. 22 added WTAR, NBC-WEAF; Kraft-Phenix Cheese Corp. on Aug. 2 added WTIC, on Sept. 6 adds WSOC, on Oct. 4 adds KVOO and on Sept. 6 adds WRVA, WPTF, WWNC, WJAX, WIS, WIOD, WFLA, WMC, WSB, WAPI, WJDX, WSMB and WAVE, NBC-WEAF; Enna Jettick Shoes, Inc. on Sept. 22 adds KGIR, NBC-WJZ; Pillsbury Flour Mills Co. on Sept. 3 adds WLS and drops WENR, NBC-WJZ; Sinclair Refining Co. on Aug. 6 drops WAPI; Standard Brands, Inc. on Sept. 2 drops WAPI, 8:30-9 p. m. portion of Sunday hour program only, NBC-WEAF; Standard Brands, Inc. on Sept. 6 drops KVOO, 8:30-9 p. m. portion of Thursday program only, NBC-WEAF; United American Bosch Corp. on Aug. 19 added 37 stations, NBC-WJZ; Colgate-Palmolive-Peet Co. "Clara, Lu 'n' Em" on Sept. 3 adds WTIC, NBC-WEAF; Lady Esther Co. "Lady Esther Serenade" on Oct. 3 adds KSTP, NBC-WEAF; Delaware, Lackawanna & Western Coal Co. program, starting Oct. 1, has changed time to Mondays, Wednesdays and Fridays, 1:15-1:30 p. m., EST, NBC-WEAF; Household Finance Corp. on Sept. 18 changes time to Tuesdays, 7:30-8 p. m., EST, NBC-WEAF; B. T. Babbitt Co., "Little Miss Mab-O's Surprise Party" has changed starting date to Sept. 9 on 20 NBC-WEAF network, Sundays, 1:30-2 p. m., EST; John Morrell & Co. "Bob Becker's Fireside Chats About Dogs" on Sept. 30 shifts to Sundays, 2:15-2:30 p. m., EST, NBC-WJZ; Pontiac Motor Co. program, Thursdays, 10:30-11 p. m., has postponed starting date to Sept. 30; Provident Mutual Life Insurance Co. program starting Oct. 2 will bear titled "The Story Behind the Claim"; Procter & Gamble Co. "Rainbow Court" on Oct 2 shifts to Tuesdays, Wednesdays and Thursdays, 3:30-3:45 p. m., EST, on special NBC network to which on Aug. 14 was added WMAQ; Red Star Yeast Products Co. "Galaxy of Stars" on Oct 3 adds KSTP; Benjamin Moore & Co. "Betty Moore, Interior Decorator" on Aug. 29 added WRC and WFER, NBC-WEAF; Continental Oil Co. "Conoco Travel Adventures" on Oct. 3 adds KSTP.

Stations Get Souvenirs

THE 14 stations which cooperated with NBC engineers in maintaining ground short wave contacts with the National Geographic Society - Army Air Corps stratosphere flight late in August received from George McElrath, NBC operations engineer in charge of the highly successful stunt, souvenirs of the flight together with letters of commendation for their cooperation. Each of the stations had equipment in use identical with that used in the gondola and smashed when it was forced down. The stations are KFYR, WDAY, WOC-WHO, KSO, WREN, WDAF, KWCR, WLW, KOA, KSTP, WKY, WOW, WSM and KWK.

YOU CAN'T LAUGH OFF $250,000,000!

WOW

ON THE N.B.C. RED NETWORK

Federal funds increase PURCHASING POWER of WOW's Listeners

We know we've had a drought here in the Corn Belt. It hasn't done our crops any good, but the farmer and merchant are still in the money. Thanks to the Government's activities, such as crop loans, livestock buying, construction projects, etc., WOW's coverage territory has been allotted more than a quarter-billion dollars in Government money. We're still doing plenty of buying out here . . . and we have the money to pay for it! Let WOW carry your message into the homes of this wealthy territory . . . it will do a radio job that's really complete.

590 Kilo. Cleared Regional Channel 1000 Watts

WOW is owned and operated by

Woodmen of the World Life Insurance Assn.

OMAHA

National Representatives

GRIEG, BLAIR & SPIGHT, INC.

New York, Chicago, San Francisco

Radio Station WOW,
Omaha, Nebr.

Please send me a rate card and additional information concerning WOW and its commanding position in your wealthy agricultural territory.

(Name)

(Address)

TRANSCRIPTIONS

WORLD Broadcasting System reports the following new accounts and schedules:

Richfield Oil Co. of California, Los Angeles: "Jimmie Allen" series on 9 Pacific coast stations, 5 times weekly, starting Sept. 3, thru H. C. Bernstein Advertising Agency, Los Angeles.

Zenith Radio Corp., Chicago (Zenith radios); 13 fifteen-minute programs from World Program Service library, schedule being drawn.

Kopper's Coke Co., Brooklyn, N. Y.: 15-minute program, featuring "Les Quirk" in commercial dialogue, 5 times weekly on WOR, thru N. W. Ayer & Son, N. Y.

Studebaker Sales Corp., South Bend, Ind.; 13-week extension of Richard Himber and Studebaker Champions on KTSM, El Paso, thru Roche, Williams & Cunnyngham, Chicago.

Philco Distributors and dealers; "Armchair Traveler," 15-minute feature five times weekly, thru N. W. Ayer & Son, N. Y.

Ford Dealers of America has extended WBS transcriptions of CBS program featuring Fred Waring's Pennsylvanians to total of 18 stations.

Armand Co., Des Moines (cosmetics); resumes Armand program Sept. 9 on 17 stations, thru N. W. Ayer & Son, N. Y.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Pusa Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Boston American, Boston (newspaper).
Continental Baking Co., New York (bread & cake).
General Baking Co., New York (Bond bread).
P. Lorillard Co., New York (Old Gold cigarettes).
Union Pacific Railway, Omaha (rail and bus transportation).
The Western Co., Chicago (Dr. West's toothpaste).

SAMPLE recordings of NBC's third series of Recorded Program Service releases have been sent to stations, it was announced Aug. 15 by Lloyd C. Egner, NBC manager of electrical transcriptions. "Radio Revels" features Max Dolin and his music, Irving Kaufman, Peggy La Centra, Cameron Andrews and others. It is a variety show, specially written and produced by Frank Chase, author and director of NBC's program staff who is devoting a large amount of his time to producing Recorded Program Service releases. The average length is 13 minutes, which allows for advertising credits at the beginning and at the conclusion of the program. If desired, two of these transcriptions may be combined to make a half hour program.

NATIONAL Starcasts, Inc., formed recently in Hollywood as a transcription firm, has taken over studios and offices at 1265 North Vermont Ave. in the quarters formerly occupied by Imperial Sound Products Co., now out of business. Directors are Robert P. Crane and Walter C. Monroe, who are in charge of sales and advertising. Gus Weber will head the music activities; Gordon Tevis, public relations; Gus Inglis, production, and Edward Lynn continuities.

STANDARD Radio Advertising Co., Hollywood transcription producer, has issued an 8-page brochure for its new program series, "Sons of the Pioneers," hillbilly vocal and instrumental tunes. Series has already been sold direct to KSTP, St. Paul; KGU, Honolulu; WRC, Washington; 2GB, Sydney, Australia, and the Federal Outfitting Co., Los Angeles (direct), with the sponsor doing its own spotting on stations in San Diego, San Francisco and Bakersfield. Pioneer transcriptions include 104 titles recorded separately and are sold outright to stations. No announcements are used on the discs, space being provided for station announcers to insert commercial plugs. Technical work is done at Recordings, Inc.

LOS ANGELES radio talent has been signed for phonograph recordings by Decca, British firm for which Joseph Perry, former Brunswick sales executive, is coast representative. Radio name talent includes Bing Crosby, Orville Knapp's Orchestra, now heard on KHJ; "Sons of the Pioneers," KFWB quartet; and Stuart Hamblen and his "Covered Wagon Jubilee" KMTR hillbilly act. Recordings, Inc., will do the technical work.

WORLD Broadcasting System announces the addition of WGBI, Scranton, Pa., and KGMB, Honolulu, to the list of stations contracting for the World Program Service.

TECHNICAL Service Laboratories, 8109 Melrose Ave., Hollywood, operated by A. Paul, Jr., has opened a division for transcription and air-check activities.

TITLED "March of Time," like its radio series which resumes on 48 CBS stations Oct. 5, a series of motion picture shorts built around news pictures will shortly be produced by *Time Magazine*.

35,000
EXTRA
PAY CHECKS
!

★★★★VIRGINIA'S
PIONEER STATION

Affiliated with the
NATIONAL BROADCASTING CO.

National Representative
EDWARD PETRY & COMPANY

★ *Ask for* WTAR
Certified Coverage and
Market Data Studies
by Jansky & Bailey

are you passing up a BET?

The Fleet is here! Uncle Sam's fleet of 35,000 men. They came off the ships like bees—with their pay checks. And they're buying out the town. *Boosting trade to the sky—boosting spending!*

And these pay checks are *in addition* to the payrolls of WTAR's regular guaranteed population of 377,781 (daytime) and 314,458 (nighttime).

This great Tidewater Virginia Market (including Virginia's largest Metropoltian area) *depends solely* on WTAR.

Are you passing up a bet? Come in and get your share!

WTAR

NORFOLK, VIRGINIA

WSM will shortly make what it sincerely believes will be a significant contribution to radio and radio merchandising.

The attentive ear of all executives now concerned with the cultivation and spread of present markets is therefore seriously solicited.

WATCH YOUR MAIL!

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

Exclusive National Representatives
EDWARD PETRY & COMPANY
NEW YORK CHICAGO
SAN FRANCISCO DETROIT

While 'twas **HOT** we **DUG!**

And here are the FACTS and FIGURES we mined for you!

BRIEFLY

1. Of the Radio Sets in Minnesota 58.3% are in the area

DOMINATED BY KSTP

2. Of EVERY Retail Sales Dollar in Minnesota 74.3c are spent in the area

DOMINATED BY KSTP

3. Of the Five Leading Media, during the past 7 years,

RADIO GAINED 1250%

of the total advertising expenditures, while the 4 other media lost from 22.5% to 73.5%

ERGO: THE WISE MONEY IS GOING RADIO!

All this Sales-Boosting information is contained in our new CHARTS which are FREE to advertisers and Advertising Agencies

PROMPTLY ON REQUEST

National Representatives

NEW YORK—Paul H. Raymer Co. CHICAGO—Greig, Blair & Spight, Inc.

MINNEAPOLIS **KSTP** ST. PAUL

DOMINATES THE NINTH U. S. RETAIL MARKET

PROSPECTS

WINE TRADING Co., Los Aneles, operators of retail wine outlets known as "The Wine Barrel," having completed the organization of stores in California, will now organize in Illinois and later follow with franchises and stores in other states. Present radio account, and new broadcasts for new stores will be placed through Fred Wesley & Associates, Los Angeles agency in the Commercial Exchange Bldg.

JENNY WREN, Lawrence, Kan. (flour), is making up lists for 40 markets, using daily announcements. The account is handled by R. J. Potts, Kansas City.

STOCKMAN FARMER SUPPLY Co., Denver (harness goods), plans to sponsor a series of twice-weekly programs on KOA, Denver, and WFAA, Dallas, for a period of 10 weeks, beginning early in September. The account is handled by McCann-Erickson, Inc., Denver.

FAULTLESS STARCH Co., Kansas City, Mo., is planning a limited radio campaign in the Kansas City, Nashville, San Antonio and Dallas markets, using three quarter-hour programs weekly for 13 weeks. The account is handled by the Russel C. Comer Advertising Agency, Kansas City.

A. H. LEWIS MEDICINE Co., St. Louis (Natures Remedy and Tums), makes up lists during October. Radio with other media will be used. Ruthrauff & Ryan, Inc., Chicago, handles the account. W. P. Littell is the account executive.

SUN-MAID RAISIN GROWERS ASSN., Fresno, Cal., makes up lists during October. The account is placed through Lord & Thomas, San Francisco.

FOREST LAWN MEMORIAL PARK, Los Angeles, will use radio this fall in a new campaign to be handled by the Los Angeles office of Hanff-Metzger, Inc.

COLEMAN LAMP & STOVE Co., Wichita, Kan., will use a series of one-minute dramatized announcements in a nation-wide radio schedule to be handled by the Chicago office of Ruthrauff & Ryan.

VOGELER BROTHERS, Newark (mayonnaise), will use radio in an advertising campaign starting in September, to be handled by the Charles Dallas Reach Advertising Agency, Newark.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD. CALIF.

NATIONAL FRATERNAL CONGRESS of America, of which the chairman is John C. Snyder, Crawfordsville, Ind., president of the Ben Hur Life Association, is planning a $1,000,000 national advertising campaign, including radio, in which all its members will cooperate.

AUTOMATIC HEAT INSTITUTE, Boston, will use radio in a campaign to be handled by Keystone Associates, Inc., Boston.

OHIO VALLEY DAIRY COUNCIL, cooperative organization of milk distributors around Cincinnati, will use radio in a campaign to be handled by Procter & Collier Co., Cincinnati.

Net Program Sponsored By Eight Local Bakeries

A NEW ANGLE of sponsorship was inaugurated on the Pacific coast with the opening broadcast recently of the Sunday night "Hi Jinks" from Los Angeles over the CBS-California chain, 8-9 p. m. PST. Emanating from the Figueroa Playhouse, the variety show is sponsored on the Don Lee network by eight different bakeries in as many towns and goes to the remainder of the CBS chain as a sustaining program, with network sales officials hopeful of getting sponsors in other key cities.

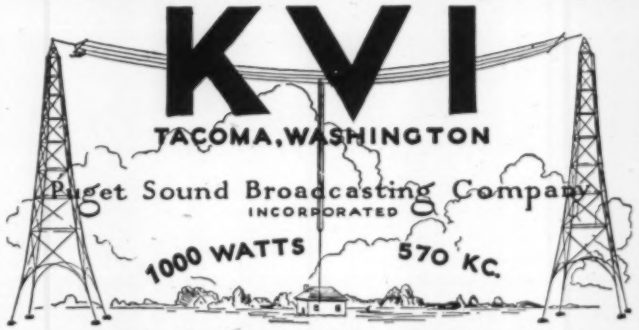
In Los Angeles the Franco-American Baking Co. is the sponsor; in San Francisco, it's the People's Baking Co., a home delivery firm; in Sacramento, it's the Pioneer Baking Co. In San Diego, Fresno, Santa Barbara, Seattle and Portland other bakery houses are sponsoring the show.

Quit 24-Hour Clock

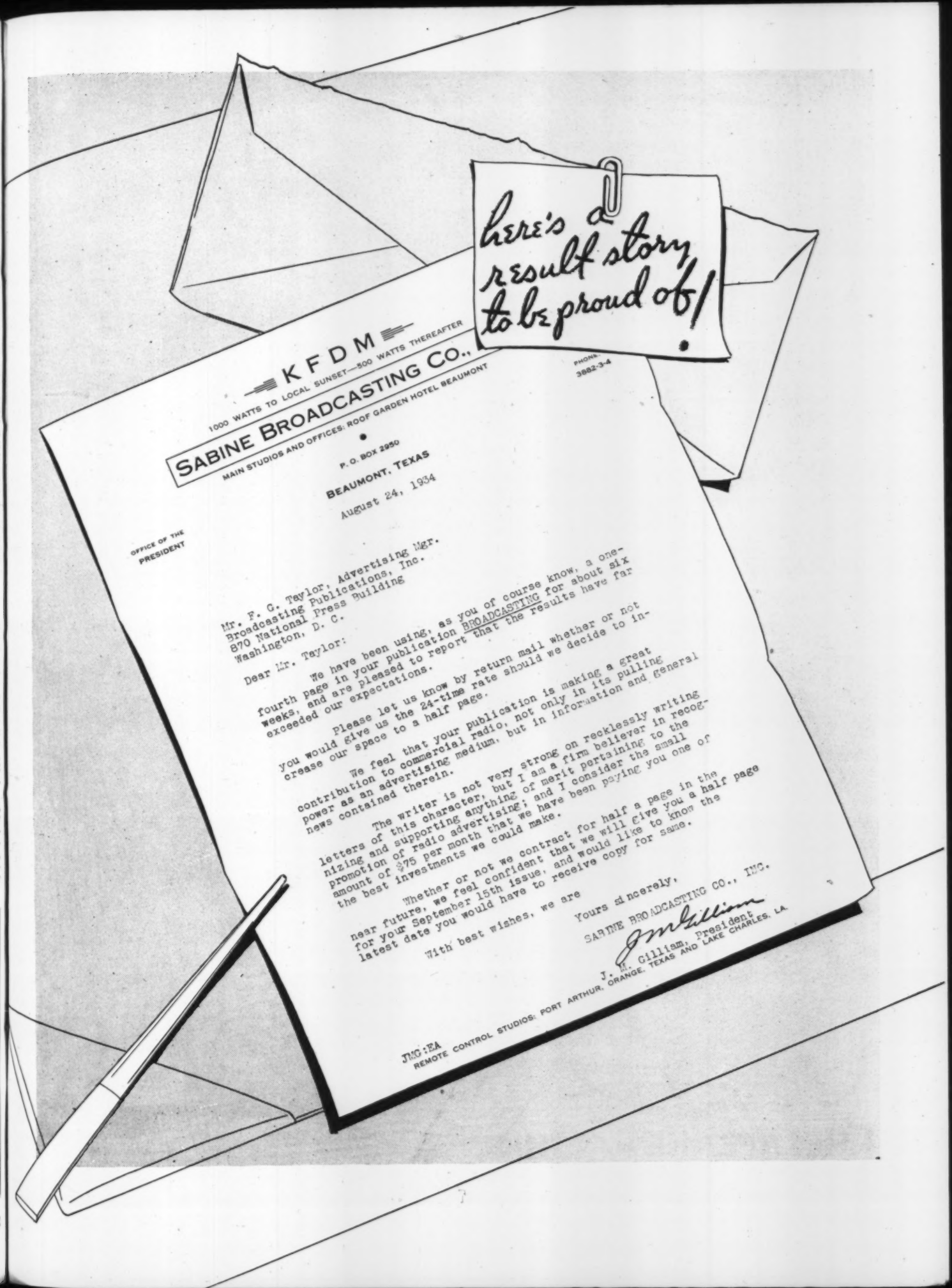
THE APATHY of the public, which neither supported nor opposed the idea, has impelled the British Broadcasting Corporation to abandon its "24-hour clock," the system begun last April whereby hours were numbered and radio programs listed by designations from one to 24 o'clock. The system was introduced in April, but it was abandoned on Aug. 19. Now the conventional a. m. and p. m. designations are used up to 12 noon and again up to 12 midnight.

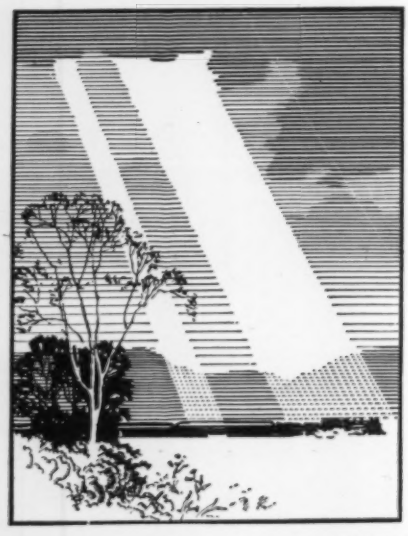
COMMISSIONER Norman S. Case, of the FCC, is serving temporarily as a member of the Broadcast Division, in addition to his assignment on the Telephone Division, during the absence from Washington until Sept. 4 of Commissioner Thad H. Brown.

Diversified industries make TACOMA-SEATTLE prosper



TAP THIS RICH MARKET THROUGH KVI, PIONEER COLUMBIA STATION ON PUGET SOUND


here's a result story to be proud of!
KFDM
1000 WATTS TO LOCAL SUNSET—500 WATTS THEREAFTER
SABINE BROADCASTING CO.,
MAIN STUDIOS AND OFFICES: ROOF GARDEN HOTEL BEAUMONT
PHONE 3882-3-4
P. O. BOX 2950
BEAUMONT, TEXAS
August 24, 1934
OFFICE OF THE PRESIDENT
Mr. F. G. Taylor, Advertising Mgr.
Broadcasting Publications, Inc.
870 National Press Building
Washington, D. C.
Dear Mr. Taylor:
We have been using, as you of course know, a one-fourth page in your publication BROADCASTING for about six weeks, and are pleased to report that the results have far exceeded our expectations.
Please let us know by return mail whether or not you would give us the 24-time rate should we decide to increase our space to a half page.
We feel that your publication is making a great contribution to commercial radio, not only in its pulling power as an advertising medium, but in information and general news contained therein.
The writer is not very strong on recklessly writing letters of this character, but I am a firm believer in recognizing and supporting anything of merit pertaining to promotion of radio advertising; and I consider the small amount of $75 per month that we have been paying you one of the best investments we could make.
Whether or not we contract for half a page in the near future, we feel confident that we will give you a half page for your September 15th issue, and would like to know the latest date you would have to receive copy for same.
With best wishes, we are
Yours sincerely,
SABINE BROADCASTING CO., INC.
J. M. Gilliam, President
J. M. Gilliam, President
JMG:EA
REMOTE CONTROL STUDIOS: PORT ARTHUR, ORANGE, TEXAS AND LAKE CHARLES, LA.



Take the royal road to CINCINNATI

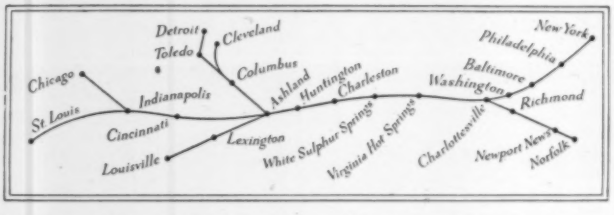
and the

N.A.B. CONVENTION

September 16-17-18-19

THE GEORGE WASHINGTON
THE SPORTSMAN - THE F. F. V.

the finest fleet of air-conditioned trains in the world



Chesapeake and Ohio is the only eastern railroad progressive enough to use radio as an advertising medium for its service, and as an entertainment medium on passenger trains.

The annual N. A. B. Convention at Cincinnati gives you an opportunity to sample Chesapeake and Ohio's famous air-conditioned trains. We know that once you have experienced their luxurious comfort you will want to ride on THE GEORGE WASHINGTON—THE SPORTSMAN—or THE F. F. V.—whenever you can.

CHESAPEAKE and OHIO

Any ticket agent can route you on the Chesapeake & Ohio. INSIST UPON IT!

1,500,000 Auto Radios

LATEST estimates by radio manufacturers of the total number of automobile sets sold during the first six months of 1934 range between 400,000 and 600,000, the average compiled from figures furnished by 18 producers being 486,000. It is reliably reported that the actual number manufactured was 600,000. These figures, supplied to the Market Research Department of CBS, indicate that there are now approximately 1,500,000 sets installed in automobiles. By the end of the year it is expected that the 2,000,000 mark will be passed.

College Courses in Radio

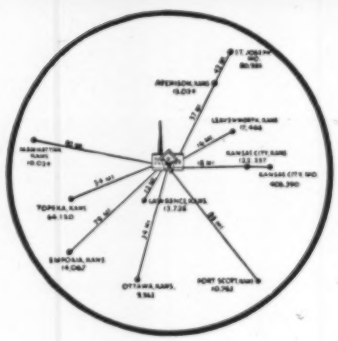
UNIVERSITY of Southern California, Los Angeles, will add a course in radio script writing, the technique of radio plays and the preparation of continuities by George Turner, formerly with Earnshaw-Young, Inc., where he did the script for several radio successes. Jose Rodriguez, head of news and press for KFI, will continue his course given a year ago as an advanced course in radio production, and will repeat the preliminary course in management and technique of radio broadcasting. All courses will be given during evening sessions.

1933 Set Manufactur[e] Shows 3,500,000 Uni[ts]

MORE THAN 3,500,000 broadcas[t] receiving sets were manufactur[ed] in 1933 by the 145 factories e[n]gaged wholly or principally in t[he] manufacture of radio apparat[us] phonographs and their accessorie[s] according to the preliminary r[e]port of the U. S. Census Bureau['s] census of manufactures issu[ed] Aug. 20. Valued at $112,279,565 [at] the factory, this output represent[s] a 40.2 per cent decline from t[he] last census taken in 1931.

The 1933 production included [2,] 788,467 broadcast receiving se[ts] 30,092 combination radio-phon[o]graph, 57,042,409 receiving [a]tubes, 662,645 auto radios, 108,[4]all-wave sets and only $301,[4]worth of phonographs whose nu[m]ber is not stated. Only 108 broa[d]cast, aircraft and ship transmi[t]ters are listed, valued at 900,[0]Microphones valued at $198,[2]are also included, though the nu[m]ber is not stated.

THERE were 707,625 licensed radio sets in use in Canada when the fiscal year 1933-34 ended last March 31, although it is believed that nearly as many more operate sets without paying the required $2 annual license.



- 11 cities with a population of 761,535 ...
- In addition to a vast, responsive rural audience of more than two and one-half million.
- At the lowest cost of any Advertising medium.

★ Kansas City, Mo., Kansas City, Kans., St. Joseph, Mo., Atchison, Leavenworth, Fort Scott, Ottawa, Lawrence, Emporia, Topeka, Manhattan.

NBC Basic Blue Network

1000 WATTS
17 Hours Daily

WREN

VERNON H. SMITH
Manager

Office and Studio:
WREN BUILDING
LAWRENCE, KANSAS

GREIG, BLAIR & SPIGHT, Inc.
National Representatives

NEW YORK - CHICAGO
SAN FRANCISCO
LOS ANGELES

WMAQ
WENR
CHICAGO

BUY-WORDS

Buy-words in Chicago. WMAQ and WENR offer advertisers flexible service in Chicago and surrounding markets. For the advertiser desiring coverage principally in Chicago's metropolitan market there's WMAQ with 5,000 watts. To secure coverage over a larger area, the advertiser can pick WENR with 50,000 watts. Both of these stations, because of their specialized coverage and program popularity, make advertiser's commercial credits buy-words in America's second market.

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK ★ WASHINGTON
WEAF & WJZ WRC & WMAL

CHICAGO ★ SAN FRANCISCO
WMAQ & WENR KPO, KGO & KYA

SALES REPRESENTATIVES AT

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA
CLEVELAND • WTAM DENVER • KOA
SCHENECTADY • WGY PITTSBURGH • KDKA
PORTLAND, ORE. • KEX SPOKANE • KGA SEATTLE • KJR

A RADIO CORPORATION OF AMERICA SUBSIDIARY

The Druggist Knows Best

and he votes for Don Lee Stations

•

● The Secretary of the Southern California Retail Drug Association asked his 766 members these questions:

"Which method of advertising do you consider the more effective for a MANUFACTURER to use in merchandising a drug or cosmetic product—newspaper or radio?"

Their Ballots read:

Radio 56%
Newspapers 40%
No Choice 4%

"What radio station would you prefer to have used?"

The Los Angeles Metropolitan District answered:

Don Lee Station . . 47%
2nd Station 25%
3rd Station 13%

Southern California answered:

Don Lee 41%
2nd Station 34%
3rd Station 12%

(Local stations in smaller cities naturally received votes of loyal citizens.)

● Send for the complete detailed report of this important survey; it is unbiased, impartial, secret and will tell you how the druggists of Southern California are thinking about manufacturers' advertising programs and the media they should use for effective selling.

It is yours for the asking.

•

If you want to sell the Coast, or any part of it, better write or wire for detailed information.

DON LEE
Broadcasting System

C. Ellsworth Wylie
General Sales Manager, Los Angeles

•

Los Angeles, KHJ — Fresno, KMJ
San Francisco, KFRC — Stockton, KWG
San Diego, KGB — Sacramento, KFBK
Bakersfield, KERN — Santa Barbara, KDB

(Northwest Unit)
Portland, KOIN — Seattle, KOL
Tacoma, KVI — Spokane, KFPY

•

Los Angeles Office.....7th at Bixel St.
San Francisco Office..1000 Van Ness Ave.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

J. FRANK JOHNS, well known in Chicago and midwest advertising circles, has joined the Chicago staff of Free & Sleininger, Inc., radio station representatives. During the last 17 years he has been associated with the *Chicago Tribune, Chicago Daily News* and other Chicago newspapers.

VIRGIL REITER, Jr., former western manager of Scott Howe Bowen, Inc., has opened his own office in the Wrigley Bldg., Chicago, as radio station representative. Myron A. Reck has joined the organization, which will limit its activities to selling the facilities of WLW-WSAI, Cincinnati, and WCAU, Philadelphia.

JOHN FIELD, for the last two years with Scott Howe Bowen, Inc., and formerly with the *New York Times* and *New York World*, has joined the staff of Edward Petry & Co., New York. Don Miller, for the last year with the New York office of Cleveland Chase, program producers, has also joined the Petry organization.

HENRY H. PATTEE, secretary-treasurer of Associated Broadcasting Corp., radio station representatives with headquarters in Kansas City, has resigned and plans to continue in the representation field.

ALLEN B. WRISLEY DISTRIBUTING Co., Chicago (Olivilo soap), has placed its advertising account with Behel & Waldie, Chicago. The account executive is S. T. Chaflin.

GEORGIE PORGIE Co., Council Bluffs, Ia. (cereals), has named Haynes Advertising Co., Omaha, to handle its advertising.

McCANN-ERICKSON, Inc., Los Angeles, has started a campaign for Los Angeles Gas & Electric Corp., Southern California Gas Co., Southern Counties Gas Co., and Santa Maria Gas Co. While the original plans contemplated radio media, the campaign about to be launched will not use broadcasting. Future campaigns, however, will probably incorporate certain radio angles, according to agency staff members.

NATHANIEL H. SPERBER, former advertising manager of the Franco-American Corp., and at one time conductor of the Enna Jettick orchestra, has joined the commercial department of Kasper-Gordon Studios, Boston station representatives for New England.

FRANK WHITING has been appointed director of the San Francisco office of Paul H. Raymer Co., station representatives, in the Russ Bldg.

WILBUR EICKELBERG, for several years San Francisco manager of Scott Howe Bowen, Inc., station representatives, early in September moved to Los Angeles to set up his own offices as station representative. His temporary address is 525 South Gramercy Place.

CHARLES H. MAYNE has opened an agency in the Petroleum Securities Bldg., Los Angeles, under the name of Charles H. Mayne Co. He had previously handled radio accounts for the local staff of Emil Brisacher & Associates. His new accounts include the Hancock Oil Co., which has been a radio advertiser for many years. The new Mayne organization will do a general agency business, including radio.

C. F. BLANKE TEA & COFFEE Co., St. Louis, has named Budke & Connell, St. Louis, to handle its advertising.

INTERNATIONAL SALT Co., Scranton, Pa., has placed its advertising account with Paris & Peart, New York.

NATIONAL Radio Advertising Agency has been organized with headquarters in the Hollywood Center Bldg., Hollywood, by D. D. Crawford, Sam Shapin and H. R. Jacobs. Both formerly were on the sales staff of KDYL, Salt Lake City. They will engage in transcription activities and also in certain phases of agency placement. Transcription activities will be confined entirely to series of twenty-six 15-minute discs for various retail businesses. Initial effort, already produced and ready for distribution, has been designed for the retail furniture trade.

GARRY & Co., Inc., New York (Stylset), has placed its advertising account with Williams & Saylor, Inc., New York.

JULIUS GROSSMAN, Inc., New York (Pedemode shoes), has appointed Cramer-Tobias Co., New York, to handle its advertising.

CURTICE BROTHERS Co., Rochester, N. Y. (canned foods, preserves), has named N. W. Ayer & Son, New York, to handle its advertising.

NEW YORK LIFE INSURANCE Co., New York, has appointed Richardson, Alley & Richards, New York, to handle its advertising.

NORTHAM WARREN SALES Co., New York (Cutex and Odorono), has named J. Walter Thompson Co., Inc., New York, to handle its advertising.

WADHAMS OIL Co., Milwaukee, has placed its advertising account with Scott-Telander, Inc., Milwaukee.

SPOOL COTTON Co., New York (threads), has appointed Young & Rubicam, New York, to handle its advertising.

Film Company's Spots

WARNER BROTHERS, film producers and owners of KFWB, Hollywood, have recognized that individual stations, like newspapers, have a certain clientele of their own. Besides using their own station to plug forthcoming Warner-First National Pictures at the Warner theaters in Hollywood and downtown Los Angeles, they have also started to use eight Los Angeles stations to call attention to forthcoming feature attractions. To insure uniformity, the various spot announcements will be transcribed at the Burbank studios of the film producers. Placement was made by the theater department of Warner Brothers.

FLATTENED remains of the little 8-watt radio transmitter used so successfully in the recent stratosphere flight have been placed on exhibit by NBC in its Radio City studios.

The Only Network Station In Western Montana

BUTTE

•

ADD BUTTE TO YOUR WESTERN NETWORK PROGRAM!
N B C WILL NOW ALLOW YOU TO PURCHASE KGIR WITHOUT TAKING ANY OTHER STATION.

•

SEE N B C RATE CARD 16

•

Over 50% of Montana's Population Lives in Our Coverage Area

BUTTE KGIR MONTANA

1000 Watts — NBC Western Montana Outlet

WFBC

ALTOONA, PA.
1310 kilocycles
100 watts

The Ideal Outlet for Central Penna. Coverage

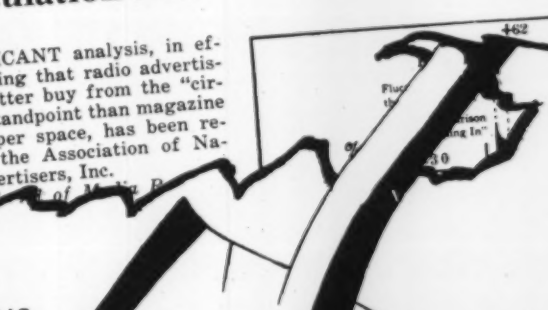
Write Roy Thompson
"Voice of the Alleghenies"

ANA Survey Shows Radio Best Media Buy

Listeners Have Increased 50% as Unit Rate Dropped 10%; Newspaper Rates Have Risen as Circulation Fell

A SIGNIFICANT analysis, in effect disclosing that radio advertising is a better buy from the "circulation" standpoint than magazine or newspaper space, has been released by the Association of National Advertisers, Inc.

Titled [illegible]



★ *from* BROADCASTING AUGUST 15.34

HERE'S THE SHOVEL, BROTHER...

DIG IN!

If ever a natural sales argument for radio was produced it is the result of the survey of the Association of National Advertisers, showing the marked superiority of radio over other media as an advertising buy.

The facts are there, Mr. Broadcaster. It is up to you to pound them home as they relate to your particular market. What better way to complete the job than to use space in BROADCASTING MAGAZINE, to completely cover advertising agencies and national advertisers placing radio accounts?

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BUILDING WASHINGTON, D. C.

WAVE
(an NBC Station)
BLANKETS
THE
~~NATION~~
FALLS
CITIES!

America is a big place, comprising two kinds of people—those who can get your program clearly, and those who can't.... If you want the 900-000 people who live in or near Louisville, you can reach them with WAVE, at the lowest possible price ....And the other 121,798,000 Americans who are *not* within real listening range won't cost you a cent!

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

STUDIO NOTES

OAKITE PRODUCTS Co., New York (cleanser), sponsors of the Martha Deane hour at WOR, got two big breaks in August. First, a broadcast on the hour in which the Byrd Expedition was mentioned was picked up and replied to by Stevenson Corey, supply officer of the Byrd Expedition, a distance record for WOR. Second, in checking this South Pole broadcast the Standard Publicity Service, who handle the exploitation on the hour, secured an order for 1,200 drums of Oakite from the Byrd Expedition which filled every bit of available space on the *City of Winchester*, which is taking emergency rations to the expedition. All of this was accomplished within the short space of 24 hours. The loading of the *Winchester* will serve as a new picture campaign for Oakite.

SIMULTANEOUSLY increasing its full rate by approximately 45 per cent, and making this rate applicable for all time sold, without distinction between morning, afternoon and evening periods, WINS has issued a new rate card, effective Sept. 1. The new card shows a basic rate for one hour of $120, half an hour being $75 and 15 minutes $50.

CLUB WOMEN of Detroit and Michigan are being entertained Tuesdays and Fridays during the half hour before noon by WXYZ, Detroit, offering a half hour of what it calls "visual broadcasting" followed by a light luncheon in the "Radio and Exposition Room" of the downtown Empire Shops Bldg. Guests stars for the regular broadcasts are placed on the air from this special studio.

WEVD, New York, reports that June was the most successful month in its history in point of volume of commercial business.

WROK, Rockford, Ill., claims the honor of broadcasting the first complete encampment of a state national guard division. The activities of the 33d division, Illinois National Guard—peace-time strength 9,500 enlisted men and officers—were broadcast daily from Aug. 4 to 13, direct from Camp Grant, just south of Rockford. Starting with troop trains arriving, WROK was on the ground, describing the activities, interviewing officers and men, and giving a colorful account of the opening of camp. Then, every day throughout the encampment, WROK broadcast a 5-minute news summary at 5:30 p. m.

XEBC, Agua Caliente, resort near Tijuana, Mexico, operating on 760 kc., has announced that it will immediately erect a new 5,000-watt transmitter. Baron Long, official of the resort organization, announced that the station will hereafter be operated entirely by the hotel company. Programs will be largely from native Mexican talent on the entertainment staff of the hostelry, including remotes to the patio, supper room and other places at the spa. Preliminary plans contemplate use of the station primarily to advertise Caliente, but also with a few other sponsors.

RADIO CHAUTAUQUA, sustainer over KFAC, Los Angeles, has moved its locale to the Wilshire Boulevard Christian Church because of demand from fan audience to attend the affair. The hour program is woven in similar fashion to oldtime Chautauqua programs with various talent and lectures.

SUMMER alterations at KFWB, Hollywood, have reorganized the physical setup of office quarters in Warners Theatre building. New arrangements provide new quarters for Gerald King, general manager, with space for regular staff meetings. Entire program staff, rehearsals and broadcasts now use sound stage quarters at the picture lot on Sunset Boulevard.

ETIQUETTE is discussed in a recent staff memo bulletin issued to employes at KHJ, Los Angeles. Among the "musts" is a statement that the radio and office employes must use the titles "Mr." and "Mrs." while on duty. The production department drew up the rules and regulations.

"RUN OF SCHEDULE Announcements" sold to several local accounts on a cash-with-order basis in quantities of 500 have provided an additional source of revenue for KFEL, Denver, and have kept a considerable number of commercial accounts on the air during the summer season, reports Frank Bishop, commercial manager.

"SNEAK and Snoop," a combination of detective fiction, burlesque humor, mystery and weirdness, is proving a successful children's program on KGW, Portland, Ore. It is broadcast late every afternoon.

WJJD, Chicago, has completed a new studio in conjunction with offices at 201 North Wells St. This gives the station four studios, in addition to the organ studio in the Wurlitzer Bldg.

"THE OLD HOME TOWN" is a new program from the studios of WCKY, Cincinnati, every Friday from 7:30 to 8 p. m., EST. The scene is laid in a village school, where the weekly community entertainment is held. Sid Ten Eyck has the role of the small town boy who made good in the big city and returned home for a visit. He has a microphone installed and puts the entertainment on the air.

KSD, St. Louis, has taken over the only available space in the eight-story *Post-Dispatch* building and will build three modern studios, to be completed by Nov. 1. This space was formerly occupied by the Cunard Steamship Lines.

TRUSCON STEEL Co., Youngstown, O., is installing a new tubular steel vertical radiator for WDOD, Chattanooga, Tenn. It will stand 350 feet high.

A MODERN antenna system, with vertical radiator rising 429 feet, is being installed by the 50,000-watt WBT, Charlotte, at a cost of $25,000, reports William Schudt, Jr., manager. In addition WBT engineers will install revolving beacons on the top of the transmitter house. It is expected the job will be completed by Sept. 20.

SO MANY visitors have sought to inspect the new 500,000-watt transmitter of WLW at Mason, O., including many from foreign lands, that Joseph A. Chambers, technical supervisor, has been forced to limit visiting hours to Saturdays and Sundays. During the last six months more than 30,000 visitors have inspected this most powerful station in the world.

KIEV, Glendale, Cal., recently conducted a "popularity survey" over the air for the "best liked" orchestra leaders. Ray Noble placed first, with Ted Fiorito six votes behind and Lombardo running a not-very-close third. Two thousand fans registered their likes and dislikes.

THE COLUMBUS DISPATCH is sponsoring a musical memory contest over WBNS, Columbus, O., on Sundays, giving away $100 weekly in prizes. Letters average 16,000 after each broadcast.

COUNTRY CHURCH of Hollywood, during the last year on KFAC, Los Angeles, on Aug. 6 moved to the Don Lee-CBS chain as a sustaining program at 8 a. m., PST, week days and 9:30 a. m., Sundays, both for 30-minute periods. Idea was originated by W. B. Hogg, ex-army chaplain. Radio fans have contributed to building the replica of a Tennessee circuit church in the heart of Hollywood.

GEORGE BURNS and Gracie Allen, vacationing in Europe, were guest stars in the "Variety Hour" of the British Broadcasting Corp., Aug. 11. Their part of the program was also carried on the CBS network. The "Variety Hour" is considered one of the outstanding programs of the BBC. Burns and Allen will return to the United States early in September for their new program, "The Adventures of Gracie," which starts Sept. 18, sponsored by General Cigar Co.

A NOVEL half hour show has been built by WBT, Charlotte, N. C., by using baseball scores, Press-Radio news, weather reports, temperatures at the seashore and mountains, all interspersed with local talent and spot announcements.

THE PANHANDLER, a familiar character of the American street scene, went on the air for the first time in "Flotsam" on the ABS-WMCA network Aug. 4. The program is broadcast Saturdays 9:15 to 9:30 p. m., EDST.

Production Man Sues

SUIT has been filed in Los Angeles by Tom Breneman against Warner Brothers Broadcasting Corp., owners of KFWB, with damages of $162,500 asked for in the action. Nearly a year ago the plaintiff, employed by KFWB as a producer, was injured when he reached for the telephone and brought down a heavy curtain rod on his head. It had become entangled with the 'phone cord. He asks $50,000 actual damages, $50,000 as exemplary damages, $50,000 as loss of future earnings, $10,000 for loss of time, and $2,500 for medical services, plus court costs. He also claims that he suffered the loss of his vocal chords.

FROM Natal, South Africa, NBC received and granted a request of broadcasting authorities there to use Ernest LaPrade's "Alice in Orchestralia" series on the NBC-WEAF network because of its great educational value.

DETROIT
FIRST IN DETROIT

If you will read between the lines of this advertisement you will find the reason why CKLW should be your preferred station in the Detroit market. It's an important one.

ADVERTISERS

CKLW consistently broadcasts more Network and local commercial programs than any other network station covering the vast Detroit area. CKLW gets greater results.

PREFER

Local preference is an infallible method of checking a radio station. This fact should be a good recommendation to you. Your inquiry will be appreciated. Write or wire.

CKLW

• MEMBER COLUMBIA BASIC NETWORK
• 5000 WATTS—1030 KC.—291.1 METERS

• Windsor Offices—Guaranty Trust Bldg. Phone 4-1155
• Detroit Offices—Union Guardian Bldg. Phone—Cadillac 7200

Remington-Rand Places Radio School of Typing

"RADIO TYPING Club," over KFAC, Los Angeles, for five late afternoon periods a week, will again be sponsored by the Los Angeles office of Remington-Rand, Inc., Buffalo, N. Y., starting Sept. 10. The program was sponsored by the same organization last winter, the account being handled direct. When the sponsor withdrew its support for six weeks during the summer season, the station kept the feature on the air as a sustainer because of its popularity.

With Miss Helen Richards at the microphone, the various exercises are set to march music. Listeners write in for a typing and practice charts. As the exercises are given over the air, beginner-listeners practice on the home chart, while more advanced pupils use a typewriter.

KNX Keeps Quarters

KNX, Hollywood, has signed a year's lease on its present quarters in the Olsen Building. The station moved there shortly after the first of the year from its former quarters on the Paramount lot. The decision of the station to remain in its present quarters at least another year will mean the gradual enlargement of the space which it now occupies on the third floor. Plans call for the removal of the Olesen Sound Studios downstairs, with the additional space thus available being taken up by KNX for studio and office quarters.

"Show Must Go On"

THAT THE "show must go on" tradition of the stage has carried on to radio, was evidenced Aug. 19 by Harry Kramer announcer of WNEW, Newark, who now lies home in bed receiving well-deserved plaudits. He was struck by a hit-and-run driver while crossing one of New York's busy streets at 3 a. m., and while bleeding profusely, made his way to the Kings Terrace Restaurant with but a minute and a half to go on the air for the remote band broadcast. He staggered to the mike, opened the program and then collapsed.

New Publicity Service

A NATIONAL publicity service for radio advertisers and artists was inaugurated recently by Tom Fizdale, who on Aug. 1 resigned as night and photo editor of NBC in Chicago after three years with that network. He will handle publicity for the new Johnson floor wax series for Needham, Louis & Brorby, Chicago agency; the Real Silk program handled by Erwin, Wasey & Co., Chicago; Phil Baker, star of the Armour program, and the Commodores Quartet on the Carnation program. Connected with him will be John F. Ryan, until recently in the publicity department of Portland Cement Association. Fitzdale Service is located at 32 W. Randolph St., Chicago.

In The Toledo Territory

IT IS

WSPD

A Basic *Columbia* Station

WSPD is the only broadcasting station in Toledo and Northwestern Ohio, and its exclusive position in this great market places it in a class by itself.

The covered area consists of concentrated industrial districts, surrounded by rich agricultural communities; a market of 1,000,000 people who are ready to listen to your message and buy your product.

Be sure to include WSPD when planning your Fall Advertising Campaign

Jos. H. McGillvra
Room 1703
485 Madison Ave.
New York, N. Y.

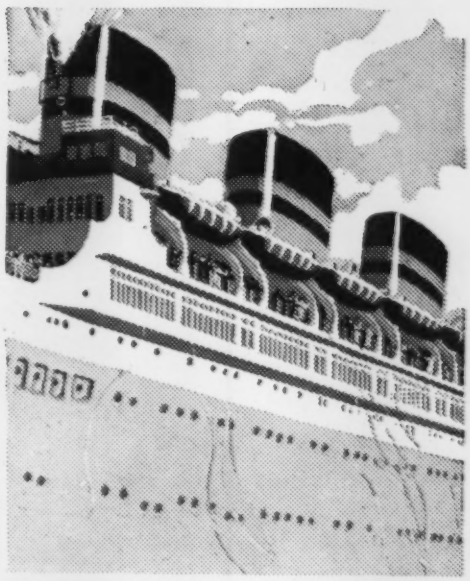
WSPD
Commodore Perry Hotel
Toledo, Ohio

John Kettlewell
634 Palmolive Bldg.
919 N. Michigan
Chicago, Ill.

"Pleasure-Planned"

FURNESS

Vacations



to

BERMUDA

BRILLIANT crowds, brilliant ships, brilliant Bermuda! For short cruises or long vacations, people who know are choosing this superb island resort . . . and traveling "Furness" as a matter of course. For only on the magnificent "Queen of Bermuda" or "Monarch of Bermuda" are they sure of having a private bath even at minimum—as well as the whole catalog of entertainment features concentrated in the Furness "pleasure-plan." $250,000 dance decks, great sports decks, tiled swimming pools, night clubs, cocktail bars, ship-to-shore phones—not to mention the delicious meals and the sea-going shipboard atmosphere for which Furness is noted. Frequent sailings direct to Hamilton.

THE IDEAL CONVENTION CHOICE

Nothing finer than a "Furness" Convention . . . at sea on one of these great vessels—ashore at a leading Bermuda hotel! Every facility for conducting business afloat—including meeting rooms, etc. In Bermuda—golf, tennis, swimming, fishing—gay hotel and resort life at its best!

For information and reservations apply authorized travel agents or Furness Bermuda Line, 34 Whitehall St. (where Broadway begins), New York

FURNESS LEADS THE WAY TO BERMUDA

1,941 CONSECUTIVE *DAILY BROADCASTS!

"That," says the President of a chain of Iowa clothing stores, "is what we think of WMT advertising."

●

250 CONSECUTIVE *WEEKLY BROADCASTS!

For a half-hour each week is what Iowa's largest independent bakery thinks of WMT advertising.

●

These are but two of the outstanding programs, in the point of time on the air and actual sales results, that are being carried by WMT. Both of these firms have checked carefully the value of their programs, and are just as enthusiastic about WMT as WMT is about their broadcasts.

●

These advertisers have found, throughout the years, that it pays to use WMT. Now, with an increase to 2500 Watts day-time and 1000 Watts night-time, WMT offers even greater dividends to its advertisers.

●

*September 1, 1934.
*September 21, 1934.

WMT

"The Voice of Iowa" In Waterloo

AIR PROGRAM FOR JAPANESE

Los Angeles Society Aims to Persuade Orientals To Patronize 'Little Tokio' Stores

JAPANESE Cultural Broadcasting Society, Inc., Los Angeles, has observed its third anniversary of weekly programs over KRKD, Los Angeles. A non-profit group, it admits only to the Japanese agencies which make up its membership. Fees are just high enough to pay for station time, talent and overhead administrative expenses.

The Japanese Chamber of Commerce, three Los Angeles Japanese newspapers, the Japanese Y. M. C. A. and other similar groups are the cooperating agencies which compose the membership in the society. Yaemitsu Sugimachi, formerly editor of a Japanese daily, heads the executive board as chairman.

The hour program is entirely in Japanese with native talent and some recorded music. Opening and closing announcements, in English, invite English-speaking listeners to visit the "Little Tokio" section of Los Angeles. Twice during the period on the air commercials are given in Japanese with straight commercial announcements for two or three of the cooperating members of the society which present the program of the evening. Asia Company, Dry Goods Stores Association, Tomio Department Store and other similar retail establishments are among the commercial agencies of the society.

When the program was launched, the Japanese radio stores of "Little Tokio" reported sales of 500 radio sets within a 45-day period. They were principally for Japanese truck garden families, produce men, valets and house servants.

Seth Parker's Sustaining

SHORT WAVE rebroadcasts from the schooner *Seth Parker*, now anchored off Perlas Island in Panama Bay, were started on an NBC-WEAF network Aug. 20 on a sustaining basis, carried Monday nights. The outfit is now engaged in making a motion picture, after which it will weigh anchor for a voyage to the Galapagos Islands, Samoa, Tahiti and Christmas Island in the Pacific. The unusually clear reception on the RCA Victor set used aboard the ship with directional antenna is expected to attract a sponsor to the later adventures of Phillips Lord and his crew.

Favors Long Waves

THE USE of long as well as intermediate wave lengths for broadcasting purposes is recommended in a report of the Australian Radio Research Board to the Commonwealth Postal Department, which supervises Australian radio. It was pointed out that long waves formerly were used effectively in Australia, and that over a period of years both the medium and long waves will be tunable on sets of modern manufacture.

ABOUT RADIO IN SOUTHERN CALIFORNIA

It's a Fact!

KFWB HAS THE SECOND LARGEST RADIO STUDIO IN THE COUNTRY!

COMFORTABLY ACCOMMODATING AN AUDIENCE OF MORE THAN 650 PEOPLE.

AND THIS STUDIO, LOCATED RIGHT ON WARNER BROS. MOTION PICTURE LOT IN HOLLYWOOD, OFFERS EXCEPTIONAL OPPORTUNITIES FOR MERCHANDISING TIE-UPS

1000 WATTS ...enough power to do the job

950 KILOCYCLES ...in the middle of the dial

KFWB

LOS ANGELES

OWNED & OPERATED BY WARNER BROS. MOTION PICTURE STUDIOS

NOTE: Facts, figures and other information on request

Novel Questions Raised By WREN With FCC Suit

A SUIT raising two novel questions affecting rights of broadcasting stations was filed in the Supreme Court of the District of Columbia, Aug. 17, by WREN, Lawrence, Kan., seeking an injunction to restrain the FCC from holding a hearing on the application of WHB, Kansas City, for experimental authority to operate evening hours on 1120 kc. WHB is regularly licensed as a daylight station.

Filed by Paul M. Segal and George S. Smith, counsel for WREN, the bill of complaint brought out that the Commission had denied WREN the right to intervene in the WHB hearing first set for Aug. 27. A preliminary injunction is sought to forbid the Commission to hold a hearing during the pending of the petition for a permanent injunction.

Following filing of the suit, the FCC deferred the hearing on the WHB application until Sept. 25. Mr. Segal announced he would not press his petition for a preliminary injunction until Sept. 5, during which time the FCC might act on his petition to allow WREN to intervene.

The bill contends that WREN has the right to intervene in the FCC hearing because of economic grounds, bringing out that if WHB is permitted to increase its operating hours it will adversely affect the investment, audience and revenue of WREN. Secondly, it is contended that while the WHB applicants is labelled "special experimental," it "is in truth and fact an application for regular authority to permanently and regularly operate evening hours insofar as the defendants are by law authorized to permit the same." Also denied the right to intervene were WDAF and WLBF.

Nazis Damage Station

ABOUT $5,000 in damage was done to the headquarters studios of Ravag, Austria's broadcasting system, during the July putsch when Nazis raided the place and, at pistol point, forced an announcer to broadcast a false report of the government's downfall. Several officials of the radio organization were killed in the seizure of the plant, which led to the killing of some of the raiders and capture of the others, several of whom have been hanged. The Austrian government also is reported in European dispatches as busy ferreting out unlawful broadcasting stations being conducted by the Nazi rebels.

WMCA
NEW YORK

"Since the advent of your radio talks, there has been a marked increase in the sales of our apple juice. One distributor with only 17 outlets has purchased from us in the past thirty days about 15,000 quarts."

(Name on request)

FEDERAL BROADCASTING CORPORATION

F.D.R., Johnson, Borah, Wallace, Perkins Voted Radio's Best Political Speakers

PRESIDENT ROOSEVELT is the first choice among the nation's five best political speakers, in the opinion of Washington's broadcasting executives. The selection was made in a secret ballot inspired by the *New York Times*.

The other choices, in order, are General Johnson, Senator Borah, Secretary of Agriculture Wallace, and Secretary of Labor Perkins. The selections, it was said, were made on the basis of "audience appeal" and technical perfection.

The *New York Times*, in a special article from Washington on August 1, said the broadcasters chose the President because he "has personality, sincerity, an excellent voice" and is "easily understandable."

Commenting further on the poll, the *Times* said:

Telephone calls and telegrams pour into the studios when General Johnson takes the air.

Senator Borah "has a little trouble with radio technique, but is almost as good on the air as in person."

Secretary Wallace "has a very natural manner and a pleasing Midwest accent," while Miss Perkins, who "adlibs," is logical and to the point, appealing to men as well as women, the broadcasters decided.

Among others discussed by the broadcasters were Senator Harrison, who has on the radio "a delicious old-time southern platform voice"; Secretary Ickes, one of the most popular speakers, is inclined to become excited, and his voice sounds "just a bit rough." Dr. Rexford W. Tugwell, Under Secretary of Agriculture, speaks in a monotone, according to the broadcasters; Postmaster General Farley reads too much, the late Speaker Rainey "sounded pompous," and Secretary Hull "precise."

Senator Long has "microphone appeal" and "the ability to hit the subject on the nose," while Mrs. Roosevelt holds her audiences, although her radio technique is felt by the broadcasters to leave something to be desired.

Among the Republicans, Representative Britten, of Illinois, was voted the best radio speaker, with Representative Snell, the House leader, also rated high.

"But when it comes to radio campaigning, the Democrats have it all over the Republicans," the broadcasters decided.

Canadian Press Objects

THE CANADIAN Weekly Newspapers Association in convention in Montreal on Aug. 17, drew up a resolution to be forwarded to the government urging that government subsidized broadcasters be debarred from broadcasting commercial advertising. They took the attitude that such "bonused competition" was unfair. The resolution read in part, "Asking governmental authorities for recognition of the principle that radio stations in receipt of government grants or beneficiaries of the Canadian Radio Commission's operations in the form of subsidies or services, be debarred from broadcasting commercial advertising."

AGAIN, WJAS

★ exclusively!

SUN DRUG CO.

ONE OF PITTSBURGH'S LARGEST DRUG STORE CHAINS

is now on WJAS with a One Hour broadcast once-a-week.

SUN Drug Stores are located throughout the Pittsburgh trading area.

Being a "local" organization, SUN executives understand Pittsburgh conditions and Pittsburgh radio values.

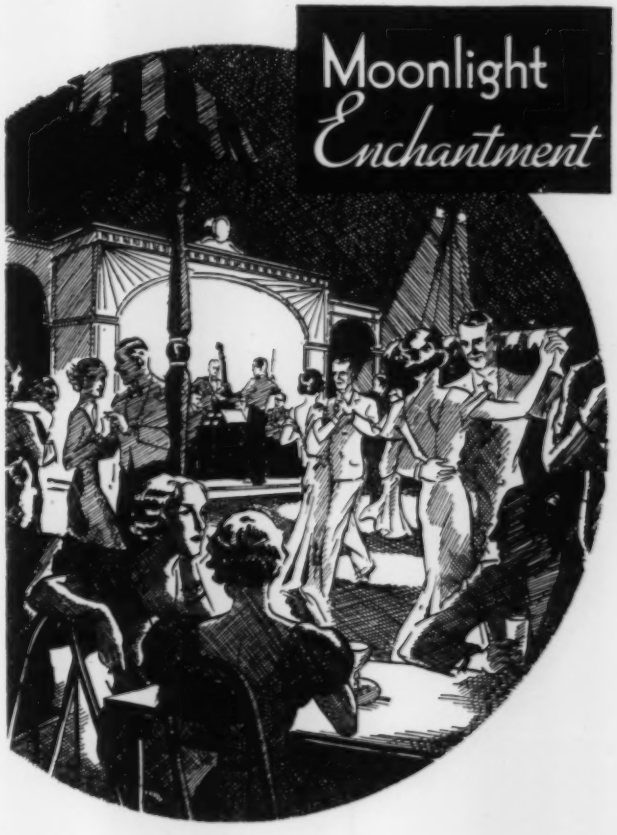
SUN uses WJAS exclusively.

WJAS

PITTSBURGH

Columbia Basic Network

CHAMBER OF COMMERCE BUILDING, PITTSBURGH, PA.



THE musical roar of the ocean—wail of a 'Bama saxaphone—ship's lanterns swaying in the salt sea breeze—the stars above for a roof—and a moon.

This enchanting setting is not a dream. Each evening finds the Cavalier Beach Club and its entertainers lifting the cares of business from its guests. Dinner and supper dancing right on the Beach. It's all part of the **real** vacation you can have at the Cavalier.

SIDNEY BANKS, Managing Director

The Cavalier Hotel operates the Beach Club exclusively for its guests and members. New low tariffs—beginning at $8.00 American plan (with meals) include Beach Club privileges. Write for interesting booklet.

The CAVALIER

HOTEL and BEACH CLUB

VIRGINIA BEACH • VIRGINIA

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

AUGUST 13 TO AUGUST 28 INCLUSIVE

Decisions . . .

AUGUST 14

KIEM, Eureka, Cal.—Granted consent to voluntary assignment of license to Redwood Broadcasting Co., Inc.

WNAX, Yankton, S. D.—Granted renewal of license and renewal for auxiliary transmitter.

WAAF, Chicago—Granted renewal of license.

KMLB, Monroe, La.—Granted modification of CP extending completion date to Sept. 1.

WDRC, Hartford, Conn.—Granted modification of CP extending completion date from Aug. 27 to Sept. 27.

WTCN, Minneapolis—Granted modification of CP extending completion date from Sept. 1 to Dec. 1.

KGEK, Yuma, Col.—Granted CP to move transmitter and studio from Yuma to Sterling, Col., and make minor changes in equipment.

KOIN, Portland, Ore.—Granted modification of CP to make changes in equipment and extend commencement date from Sept. 15 to Dec. 15.

WCAC, Storrs, Conn.—Granted extension of special temporary authority to remain silent from Sept. 1 to Oct. 1.

KGBZ, York, Neb.—Granted special temporary authority to operate with additional 500 w. power at night for a period ending at commencement of program tests as authorized by CP, but not later than Oct. 1.

WDAE, Tampa, Fla.—Granted special temporary authority to operate without antenna meter for 30 days.

WMBH, Joplin, Mo.—Granted special temporary authority to operate without final stage high voltage meter, pending repair of this instrument, for not more than 15 days.

WJAR, Providence, R. I.—Granted extension of special temporary experimental authority to operate with additional 250 w. power during nighttime, from Sept. 1 until March 1, 1935, subject to withdrawal or termination by the Commission in event objectionable interference is caused.

WREC, Memphis, Tenn.—Granted extension of special experimental authority to operate with additional power of 500 w. night and 1½ kw. D., from Sept. 1 until March 1, 1935.

WMC, Memphis, Tenn.—Granted extension of special experimental authority to install new equipment and operate with additional power of 500 w. night, 1½ kw. D., from Sept. 1 until March 1, 1935.

WEAN, Providence, R. I.—Granted extension of special experimental authority to operate with additional 250 w. power during nighttime from Sept. 1 to March 1, 1935.

WMT, Waterloo, Ia.—Granted extension of special temporary authority to install new equipment and operate with additional power of 500 w. night and 1½ kw. day, from Sept. 1 to March. 1, 1935.

Set for hearing: WEHC, Charlottsville, Va.—CP to make changes in equipment, change frequency, power and hours from 1330 kc., 500 w., D., to 1420 kc., 100 w. night, 250 w. LS, unlimited time; NEW, Harold Rieth, Goshen, Ind.—CP on 1614, 3492.5, 4797.5, 6425, kc., 30 w. (For visual broadcasting).

NEW, The Evening News Assn., Detroit—Granted CP (temporary broadcast pickup) 2150 kc., 50 w.

W1XBS, Waterbury, Conn.—Granted modification of CP extending completion date from Sept. 11 to Nov. 11.

KSD, St. Louis, Mo.—Granted modification of CP extending commencement date to Aug. 30 and completion date to Nov. 29; also dismissed without prejudice, special experimental authority to increase night power from 500 w. to 1 kw.

WCSH, Portland, Maine—Granted petition to intervene in application of Portland Broadcasting System, for new station at Portland.

NEW, H. E. Studebaker, Walla Walla, Wash.—Application for CP to operate on 1420 kc., 100 w., reinstated on hearing docket.

KMPC, Beverly Hills, Cal.—Granted renewal of license.

WBBZ, Ponca City, Okla.—Granted special temporary authorization to Howard Johnson as representative of estate of C. L. Carrell, deceased, to operate WBBZ until Jan. 1, 1935.

KMBC, Kansas City, Mo.—Denied petition to intervene in proceedings with reference to the application of WHB Broadcasting Co. for special experimental authority to operate on 1120 kc., 500 w. from LS to midnight (except when WTAW is operating).

WNBO, Silver Haven, Pa.—Hearing on application for renewal of license and for assignment of license to the Voice of Southwestern Pennsylvania, Inc., to be held at Washington, Pa.

KFPL, Dublin, Tex.—Granted regular renewal of license as application of Sam Morris for new station has been amended to omit request for facilities of KFPL.

KECA, Los Angeles—Application for modification of license, which was amended with respect to power and apparatus, redesignated for hearing to be heard upon issues shown in the bill of particulars dated Aug. 3.

WINS, New York—Granted special temporary authority to use portable 50-w. transmitter on 1180 kc., between 1 and 6 a. m., EST, for period not to exceed 30 days from Aug. 8.

WFBC, Greenville, S. C.—Special temporary authority to remain silent pending rebuilding of station as authorized by CP, but not longer than Oct. 5.

W1XBS, Waterbury, Conn.—Granted modification of CP approving transmitter site at Prospect Township, New Haven County, Conn.

AUGUST 21

WJEJ, Hagerstown, Md.—Granted CP to move transmitter locally.

KGIX, Las Vegas, Nev.—Granted modification of CP to make changes in equipment and extend commencement date to Oct. 2 and completion date to Dec. 2, 1934.

KQW, San Jose, Cal.—Granted modification of CP to change equipment and extend commencement date to Nov. 1, 1934, and completion date to Jan. 1, 1935.

KJBS, San Francisco.—Granted modification of CP to change equipment and extend commencement date to Nov. 1, 1934, and completion date to Jan. 1, 1935.

KWCR, Cedar Rapids, Ia.—Granted modification of CP to change equipment and extend commencement date to Nov. 1, 1934, and completion date to Dec. 1, 1934.

WMAQ, Chicago.—Granted modification of CP extending commencement date to Oct. 4, 1934, and completion date to Dec. 4, 1934.

WTOC, Savannah, Ga.—Granted license covering installation of temporary transmitter while constructing new permanent transmitter, 1260 kc., 100 w., U.

KEX, Portland, Ore.—Granted license covering local move of transmitter and changes in equipment; 1180 kc., 5 kw., simultaneously D, S-KOB night.

WDAS, Philadelphia.—Granted license covering move of transmitter and studio locally and installation of new equipment (formerly equipment of WPEN).

KSO, Des Moines.—Granted license covering new equipment and changing frequency and power; 1320 kc., 250 w., 500 w. LS, U.

WQBC, Vicksburg, Miss.—Granted modification of license to change hours of operation from specified to daytime, 1360 kc., 500 w. night 1 kw., LS.

W1XG, General Television Corp., Boston.—Granted license (experimental visual broadcasting) 42000-56000, 60000-86000 kc., 500 w.

W8XO, Crosley Radio Corp., Mason, O.—Granted renewal of license (experimental special experiment) 700 kc.; 500.000 watts; 1 to 6 a. m., EST.

WMMN, Fairmont, W. Va.—Granted renewal of license on temporary basis subject to such action as the Commission may take on pending application for renewal.

KTAR, Phoenix, Ariz.—Granted extension of special temporary experiment authority to operate with 300 watts night in addition to regular license, pending final decision on application for modification of license but not later than March 1, 1935.

KTM and KELW, Los Angeles.—Special temporary authority to operate on 780 kc., 500 w. night, 1 kw. LS.; share with KELW; KTM ⅔ time, KELW ⅓ time, was extended pending decision by the Court of Appeals of the District of Columbia, but not later than March 1, 1935.

WKRC, Cincinnati.—Granted extension of special temporary authority to operate with temporary emergency conventional antenna with 1 kw. power daytime, 500 w. night, Sept. 1 to Nov. 1, 1934.

WBAA, W. Lafayette, Ind.—Granted special temporary authority to operate on 890 kc., 500 w. night, 1 kw. day, specified hours.

Set for hearing: WBIG, Greensboro, N. C.—Modification of license to increase night power from 500 w. to 1 kw.; WIBG, Glenside, Pa.—Modificatoin of license to change hours from daytime to daytime until LS, Chicago, giving one night hour

W9XBY, First National Television, Inc., Kansas City.—Granted CP extending completion date from Sept. 11 to Dec. 11, 1934. (1530 kc., 1 kw.-U.)

KSD, St. Louis—Granted permission to withdraw protest to the granting of application for a new station at Staunton, Va. Granted 1 kw. power experimentally subject to erection of directional antenna. Also withdrew protest on KTSA.

NEW, Tri-State Radio, Inc., Washington, Pa.—Application for new station, heretofore set for hearing, dismissed without prejudice.

KGVO, Missoula, Mont.—Special experimental authority 950 kc., 500 w., U.; application heretofore set for hearing, dismissed at request of applicant.

KSTP, St. Paul—Hearing on application for modification of license continued at request of applicant for period of 30 days from Sept. 7, 1934; date to be fixed by Docket Section.

NEW, Samuel Nathaniel Morris, Stamford, Tex.—Application for new station, 1200 kc., 100 w., U., again designated for hearing upon issues shown in the bill of particulars.

NEW, Tallahassee Broadcasting Co., Tallahassee, Fla.—Application for new station to operate on 1310 kc., 100 w., U., heretofore designated for hearing, postponed for 30 days from Aug. 30.

WLBF, Kansas City—Denied petition to intervene in hearing upon application of WHB for special experimental authority, set for Sept. 21.

WDAF, Kansas City—Denied petition to reconsider action of Aug. 7, 1934, refusing WDAF permission to intervene in proceedings to be held re application of WHB for special authorization.

KTSA, San Antonio, Tex.—Authorization to operate on 550 kc., 1 kw. night, 2½ kw. day, extended to Oct. 1. Hearing on application canceled and removed from hearing docket.

AUGUST 28

KLZ, Denver—Granted modification of CP approving transmitter location and extending commencement and completion dates to Oct. 1, 1934 and Jan. 30, 1935 respectively.

WCRW, Chicago—Granted CP to install new equipment.

KIEV, Glendale, Cal.—Granted modification of CP to change equipment and change commencement date to Sept. 1, and completion date to Nov. 30.

WNEL, San Juan, P. R.—Granted modification of CP to change proposed transmitter site locally; extend commencement date to five days from date and completion date to 60 days thereafter.

WWRL, Woodside, N. Y.—Granted license, 1500 kc., 100 w., 250 w. LS, specified hours.

WFEA, Manchester, N. H.—Granted license covering CP, 1340 kc., 500 w. unlimited.

WKBV, Richmond, Ind.—Granted voluntary assignment of license to Knox Radio Corp.

KSO, Des Moines—Granted authority to determine operating power by direct antenna measurement.

KXL, Portland, Ore.—Granted license covering CP, 1420 kc., 100 w. LS, shares KBPS.

WALA, Mobile, Ala.—Granted license covering CP, 1380 kc., 500 w. unlimited.

KOIL, Council Bluffs, Ia.—Granted modification of CP approving transmitter site and extending commencement to Nov. 1 and completion date to Jan. 30, 1935.

NEW, S. H. Patterson, Portable—Granted CP for temporary broadcast pickup service; 2000, 2190, 2830 kc., 40 w.

W1XAV, Quincy, Mass.—Granted renewal of special experimental license, 61500 kc., 100 w.

KGBU, Ketchikan, Alaska—Granted license covering move of station locally; 900 kc., 500 w., specified hours.

WMBH, Joplin, Mo.—Granted special temporary authority to operate specified hours in September.

WSPD, Toledo, O.—Granted special temporary authority to conduct field intensity survey with a 250-w. portable transmitter, between 1 and 6 a. m., EST, for 30 days.

KGGF, Coffeyville, Kans.—Granted extension of special temporary authority to operate specified hours from Sept. 8 to Oct. 1.

WSMK, Dayton, O.—Granted extension of special experimental authority to operate simultaneously with KQV from 6:45 p. m. to 12 midnight, EST, from Sept. 1 to 30.

KQV, Pittsburgh—Same as above only simultaneously with WSMK.

WICC, Bridgeport, Conn.—Granted extension of special temporary authority to operate specified hours, Sept. 1 to Oct. 1.

KWKH, Shreveport, La.—Granted special temporary authority to reduce power to 5 kw. and modify present equipment accordingly, until commencement of operation of KWKH on 1100 kc., but not later than Dec. 8.

WORC, Worcester, Mass.—Granted extension of special experimental authority to operate on 1280 kc., with 500 w., unlimited time, using directional antenna from Aug. 30 to Nov. 27.

WDBO, Orlando, Fla.—Granted extension of special temporary authority to operate with additional power of 50 w. at night from Sept. 1 to Oct. 1; also granted extension of special temporary experimental authority to operate with 1 kw. power D. from Sept. 1 to March 1, 1935.

WOBI, Scranton, Pa.—Granted extension of special temporary experimental authority to operate with additional 250-w. power from Sept. 1, 1934, to March 1, 1935.

KGKO, Wichita Falls, Tex.—Granted extension of special temporary experimental authority to operate with an additional 250-w. night, from Sept. 1, 1934, to March 1, 1935.

KGB, San Diego, Cal.—Granted special temporary authority to use 100-w. portable transmitter to conduct field intensity survey tests in San Diego area, between 12 midnight and 6 a. m., PST, from Sept. 3 to Oct. 2.

WIP, Philadelphia—Granted extension of special authorization to increase power to 1 kw., experimentally, during D. hours, from Sept. 1 to Dec. 1.

WFI, Philadelphia—Granted extension of special temporary experimental authority to operate with 500 w. additional power during D. hours only, from Sept. 1, 1934, to March 1, 1935.

WLIT, Philadelphia—Granted extension of special temporary experimental authority to operate with 500 w. additional power during D. hours only, from Sept. 1, 1934, to March 1, 1935.

WIP, Philadelphia—Present license extended on a temporary basis for a period of three months from Sept. 1, subject to such action as may be taken on pending application for renewal.

WIBG, Glenside, Pa.—Present license extended on a temporary basis for a period of three months from Sept. 1, subject to such action as may be taken on pending application for renewal.

KFQD, Anchorage, Alaska—Granted temporary extension of license for period Sept. 1 to Oct. 1, pending receipt and action on application for renewal.

WFLA-WSUN, Clearwater, Fla.—Special temporary authority to operate with 1 kw. power at night with directional antenna and 2½ kw. D., from Sept. 1, 1934, to March 1, 1935.

Set for hearing: WJJD, Chicago—Modification of license to change power and hours of operation from 20 kw. limited time, to 20 kw. limited time from 6 a. m. to 8:30 p. m., sunset at Salt Lake, and 5 kw. after sunset at Salt Lake, to 8:30 p. m. CST, specified hours; KPPC, Pasadena, Cal.—Modification of license to increase power from 50 to 100 w.; KCRC, Enid, Okla.—Modification of license to change frequency power and hours of operation from 1370 kc., 100 w. 250 w. LS, share KGFG to 1360 kc., 250 w. unlimited time; WATR, Waterbury, Conn.—Modification of license to change frequency and hours of operation from 1190 kc. D., to 1200 kc., unlimited.

WLLH, Lowell, Mass.—Granted modification of CP to move transmitter locally in Lowell, Mass.

WBNX, New York—Granted permission to withdraw application in Docket No. 2467 without prejudice, and granted continuance of 30 days of hearing scheduled for Sept. 5.

KGHI, Little Rock, Ark.—Hearing scheduled for Aug. 29, continued for 60 days.

KTUL, Tulsa, Okla.—Granted 30-day continuance of hearing set for Aug. 30.

Unity School of Christianity, Kansas City, Mo.—Denied petition requesting reconsideration and grant of application for new experimental broadcast station; also denied right to protest grant of application of First National Television, Inc.

Applications designated for hearing, dismissed at request of applicants: NEW, Harold E. Smith, Rensselaer, N. Y.—CP for new station on 1370 kc., 100 w., unlimited time, facility WGLC; WBZA, Boston—Special experimental authority, 990 kc., 1 kw., unlimited time when synchronized with WBZ with option of transmitting dissimilar programs over WBZA D., up to 1 hour before sunset; WKEU, La Grange, Ga.—CP to move station to Chattanooga, Tenn., change frequency to 1370 kc., and hours of operation to D.

WKBF, Indianapolis—Granted special temporary authority to operate from 7 to 8 p. m., CST, on Mondays and Fridays during August, provided WBAA remains silent.

WTBO, Cumberland, Md.—Granted special temporary authority to continue operation on 1420 kc. for eight days from Aug. 20.

NEW, Associated Radiocasting Corp., Portable—Granted CP for 31100, 34600, 37600, 40600 kc., 15 w.

WHEF, Kosciusko, Miss.—Granted special temporary authority to use auxiliary studio at transmitter site as main studio pending completion of main studio at Kosciusko Bank Bldg., for 30 days.

KFNF, Shenandoah, Ia.—Granted extension of special temporary authority to use time assigned to but not used by WILL and KUSD, from Aug. 21 to Sept. 19.

Applications . . .

AUGUST 13

W1XG, Boston—License to cover CP for experimental visual broadcast station for operation on 42000-56000, 60000-86000 kc., 500 w.

WHDL, Tupper Lake, N. Y.—CP to move station to Olean, N. Y., and make changes in equipment.

WPEN and WRAX, Philadelphia—License to cover CP authorizing erection of a new transmitter at Philadelphia for operation on 920 kc., 250 w. night 500 w., D., sharing time.

WBBZ, Ponca City, Okla.—CP to move station locally.

NEW, Carolina Radio, Inc., Anderson, S. C.—CP to operate on 1200 kc., 100 w., unlimited time, amended to request 250 w. D.

KADA, Ada, Okla.—Modification of CP authorizing erection of new station, requesting approval of transmitter site, move of studio, equipment change and extension of commencement and completion dates.

W9XK, Iowa City, Ia.—Modification of license of visual broadcast station for additional 5 to 10 meter band, 100 w., 2000-2100 kc.

WSUI, Iowa City, Ia.—Modification of broadcast license to increase power from 500 w. to 500 w. night, 1 kw. D. and hours of operation from specified to unlimited.

KGDM, Stockton, Calif.—CP to move transmitter and studio, install new equipment, increase power from 250 w. to 1 kw. and hours of operation from D. to unlimited time amended to change proposed transmitter site.

Applications returned: WGAL, Lancaster, Pa.—License to cover CP to change equipment and increase D. power; WJW, Akron, O.—CP to make changes in equipment and increase D. power from 100 w. to 250 w.; WLBZ, Portland, Me.—CP to make changes in equipment and increase D. power from 500 w. to 1 kw.; NEW, Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—CP to operate on 1120 kc., 100 w., unlimited time.

AUGUST 15

WNBX, Springfield, Vt.—CP to install new equipment, increase power from 500 w. to 1 kw. and hours of operation from D. to sunset at Erie, Pa.

NEW, Eastland Company, Portland, Me.—CP to operate on 640 kc., 100 w., D. to sunset at Cleveland but if application for WJAY for 640 kc. denied D. to sunset at Los Angeles. (Facilities WRDO).

WGAL, Lancaster, Pa.—License to cover CP authorizing changes in equipment and increase in D. power.

WFBC, Greenville, S. C.—License to cover CP authorizing installation of new equipment, change in frequency from 1200 to 1300 kc. and increase in power.

NEW, Mueller Amusement Co., Seguin, Tex.—CP to operate on 1500 kc., 100 w., specified hours.

NEW, Calcasieu Broadcasting Co., Lake Charles, La.—CP to operate on 1500 kc., 100 w., unlimited time.

WOPI, Bristol, Tenn.—CP to install new equipment, change frequency from 1500 kc. to 620 kc. and increase power from 100 w. to 250 w.

WQAM, Miami, Fla.—CP to move transmitter and make changes in the antenna system.

KSO, Des Moines—Special experimental authorization to operate with an additional power of 250 w. at night.

WIBW, Topeka, Kans.—CP to install new equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. D.

KRKO, Everett, Wash.—CP to move transmitter and studio locally, install new equipment and increase power from 50 w. to 100 w.

Applications returned: WRAK, Williamsport, Pa.—Modification of CP authorizing changes in equipment and transmitter move requesting increase in power from 100 w. to 250 w. and extension of commencement and completion dates; NEW, James Clyde Skinner, Houston, Tex.—CP to erect a new broadcast station to be operated on 1210 kc., 100 w., D.; NEW, Lakeland Broadcasting Co., Lakeland, Fla.—CP to operate on 1310 kc., 100 w. specified hours.

AUGUST 16

WAAB, Boston—CP to move transmitter, install new equipment, change frequency from 1410 kc to 640 kc., and increase power from 500 w. to 5 kw.

KFYO, Lubbock, Tex.—CP to install new equipment, change frequency from 1310 kc. to 940 kc. and increase power from 100 w. night, 250 w., D., to 500 w.

KWKH, Shreveport, La.—Modification of special experimental authorization authorizing operation on 1100 kc., unlimited time requesting approval of transmitter site near Shreveport.

NEW, Norman F. Storm, Centralia, Wash.—CP to operate on 1500 kc., 100 w., unlimited time.

KMED, Medford, Ore.—License to cover CP for changes in equipment and increase in D. power.

NEW, S. H. Patterson, Portable—CP to erect a new broadcasting pickup station, to be operated on 2090, 2190 and 2830 kc., 40 w.

Application returned: WSUI, Iowa City, Ia.—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. D. and hours of operation from specified to unlimited.

AUGUST 20

WGLC, Albany, N. Y.—CP to move station from Hudson Falls to Albany, amended to request a different site in Albany.

KGKO, Wichita Falls, Tex.—Extension of special experimental authorization to operate with an additional 250 watts power night for the period 9-1-34 to 3-1-35.

KGKL, San Angelo, Tex.—License to cover CP to change equipment and increase daytime power.

NEW, Helena Broadcasting Co., Helena, Mont.—CP to erect a new station to be operated on 1420 kc., 100 w., U.

NEW, Munn Q. Cannon, Logan, Utah—CP to erect a new broadcast station to be operated on 1210 kc., 100 w. U.

KGHL, Billings, Mont.—Extension of special experimental authorization to operate on 780 kc. for the period 10-1-34 to 1-1-35.

The following applications have been returned to the applicants: WORC, Worcester, Mass.—CP to change frequency to 600 kc. (Wrong form, Rules 49 and 116).

WDBO, Orlando, Fla.—Extension of special experimental authorization to operate with 1 kw. daytime. (Not signed).

WNAD, Norman, Okla.—Modification of license to increase power from 500 w. to 1 kw. (Incomplete and not signed).

WKBF, Indianapolis—License to cover CP for change of equipment, increase power and unlimited time. (Unlimited time has been suspended.)

WSBT, South Bend, Ind.—Modification of license to change hours of operation from specified to sharing with WGES: WSBT 4/7 and WGES 3/7. (Time sharing agreement not in accordance with division of time).

WGES, Chicago, Ill.—Same as WSBT application.

NEW, Dan Steinhoff, Jr., Vancouver, Wash.—CP for new station to be operated on 860 kc., 500 w., U. (Rules 6, 116, improperly executed and questionable transmitter site and equipment).

AUGUST 21

WORC, Worcester, Mass.—Extension of special experimental authorization to operate on 1280 kc., 500 w., U. for period of 90 days; also modification of license to change frequency from 1200 kc. to 640 kc. and increase power from 100 w. to 500 w.

WGBI, Scranton, Pa.—Extension of special experimental authorization to operate with additional power of 250 w. for period 9-1-34 to 3-1-35.

NEW, Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—CP to erect a new station to operate on 1420 kc., 100 w., U.

WRAK, Williamsport, Pa.—Modification of CP authorizing removal of transmitter, requesting installation of new equipment, increase in power from 100 w. to 100 w. night, 250 w. day and extension of commencement and completion dates.

WDBO, Orlando, Fla.—Extension of special experimental authorization to operate with additional power of 750 w. D. for period 9-1-34 to 3-1-35.

W9XDT, Purdue University, Portable—License to cover CP for special experimental broadcast station for 890 kc., 50 w.

WKBF, Indianapolis—License to cover CP for installation of new equipment and increase in daytime power.

W6XAI, Pioneer Mercantile Co., Bakersfield, Cal.—Modification of CP for experimental broadcast station for 1550 kc., 1000 w., U., requesting extension of completion date.

KOL, Seattle—Modification of CP authorizing move, equipment change and increase in daytime power requesting extension of completion date.

AUGUST 24

WLBZ, Bangor, Me.—CP to install new equipment and increase power from 500 w. to 500 w. night, 1 kw. daytime.

WJW, Akron, O.—CP to install new equipment and increase power from 100 w. to 100 w. night, 250 w. daytime.

WGCM, Gulfport, Miss.—Special experimental authorization to operate with an additional 250 w. night and change specified hours.

WIOD, Miami, Fla.—CP to install new equipment, move studio, change frequency from 1300 kc. to 940 kc., increase power from 1 kw. to 1 kw night, 2½ kw. day.

WHEF, Kosciusko, Miss.—License to cover CP for new station to be operated on 1500 kc., 100 w. night 250 w. day, U.

WFLA-WSUN, Clearwater, Fla.—Special experimental authorization to install new equipment with directional antenna, operate on 640 kc. with 5 kw. power.

KGBU, Ketchikan, Alaska—License to cover CP authorizing move of transmitter and studio.

KGGM, Albuquerque, N. M.—CP to move transmitter and studio locally and make changes in equipment.

The following applications for renewal of licenses have been returned: WHN, New York; WCAE, Pittsburgh; WBRC, Birmingham, Ala.

AUGUST 28

WLLH, Lexington, Mass.—Modification of CP authorizing removal of station from Lexington to Lowell, Mass., requesting local change in location.

W8XAI, Rochester, N. Y.—Modification of CP requesting extension of required date of completion.

NEW, Lake Region Broadcasting Co., Lakeland, Fla.—CP to erect a new broadcast station to be operated on 1310 kc., 100 w., unlimited time.

NEW, Robert J. Woolsey, Chicago—CP to erect a new general experimental broadcast station to be operated on 31300 kc., 25 w.

NEW, The Journal Company, Milwaukee—License for a general experimental broadcast station for 1614, 2398, 3492.5, 4797.5, 6425, 8655, kc. and 1 kw.

WHBY, Green Bay, Wis.—CP to install new equipment and increase power from 100 w. to 100 w. night and 250 w. D.

WCLS, Joliet, Ill.—Modification of license to change hours of operation from specified to unlimited

KSO, Des Moines—Special experimental authorization requesting additional power

(*Continued on page 48*)

SALES PROMOTION

We are organized to accommodate, through our Sales Merchandising Department, the plan of distribution of our clients, whether through wholesalers or direct to the retail trade.

RATES and COVERAGE

Our rates are based upon our potential listener audience in our trade territory—14 counties in southeast Texas and 14 parishes in southwest Louisiana with a total population of 786,752.

★ *Details of our plan of cooperation will be mailed you upon request*

KFDM

SABINE BROADCASTING CO., INC.

P. O. BOX 2950 **BEAUMONT, TEXAS**

National Representatives

ASSOCIATED BROADCASTING CORPORATION
Chicago New York Kansas City

RADIO PUBLICITY, INC.
Chicago, Illinois

PACIFIC COAST REPRESENTATIVES
WALTER BIDDICK COMPANY
Los Angeles San Francisco Seattle Denver

Radio Helps Store Increase Business During Depression

Employes Prosper as Program Draws Many New Buyers

AN OUTSTANDING example of radio success among retail advertisers is Proctor's. This woman's ready-to-wear firm, which recently moved into a new establishment in the center of Seattle's retail shopping district, owes its phenomenal success to radio, according to Harry Proctor, its president.

Business at Proctor's steadily increased during the depression. Not a single employe was released, nor was a single person's salary cut during that time. This could not have been done without the help of radio advertising, says Mr. Proctor. This, in itself, is a remarkable showing, as Proctor's has 132 persons on its pay roll and not one of the 125 girls is paid less than $25 a week.

"We determined," said Mr. Proctor, "at the outset of the depression to be helpful to every human being with whom we came in contact. We held a meeting with our salesgirls. I told them there would be no panic in the store. We would attempt to reverse the process. I promised them we would dismiss no one and would cut no salaries. I determined that this store would live according to principle and tell the people of the Northwest about it. The question was, how could we impress the people with our sincere desire to be helpful in satisfying human needs in a human way?

"Radio has proved to be the prime factor for our success. I know the facts concerning our store are hard to believe considering the depression we have been through. The only way I can explain it is the fact that we have believed wholeheartedly in radio and we have had a radio personality in 'Mary of Her Friendly Garden,' which has clicked day in and day out. Our radio program has informed the people that we are alert to meet their needs when they come in and we prove it to them as soon as they step inside the door.

Can't Keep People Away

"HOW CAN I prove that our radio program is a success? Why we can't keep the people from the store. When Mary began broadcasting again over KOMO after an engagement with NBC at San Francisco, results came in immediately. We have had a steady stream of people coming in. They tell us they are members of Mary's family. Just yesterday an 89-year-old lady came in. She said she lived on the outskirts of Tacoma and that she had fed her chickens, watered her cow and had left at 4:30 in the morning to come to Proctor's to buy a coat. She says that she listens to Mary every day and that it is a daily comfort to hear her."

Mary conducts her "Friendly Garden" program over KOMO from 9 to 9:30 a. m., daily except Sunday; "Tea Time Tales" from 1:15 to 1:30 p. m., daily except Saturday, and "For All the Family," Sundays from 12:15 to 1:15 p. m.

TWO 700-foot masts are being built for the new 100,000-watt British Broadcasting Corp, radio station at Droitwich, near Birmingham, about 100 miles from London, designed to serve the north of England and Scotland.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Experienced commercial manager with consolidated stations. State qualifications, giving full particulars. Box 212, BROADCASTING.

Situations Wanted

As Manager, 35, energetic American. Thoroughly experienced broadcasting business from control room through executive duties. Now employed important midwest station. Desires change locality. Go anywhere. Desire particularly job building up old or new station. Address Box 208. BROADCASTING.

Announcer — continuity writer - pianist. Excellent musical background. College training, pleasing personality. Dramatic experience. Will go anywhere. Salary secondary. Results guaranteed. Box 213, BROADCASTING.

Announcer, operator, program director—six years radio—NBC, Columbia, independent stations. P. O. Box 1252, Seattle.

For Sale

For Sale: One Western Electric volume indicator panel complete with tubes. Cost over $200.00. Price $50.00 FOB Montgomery. Guaranteed perfect condition and looks like new. Calibrated in decibels. Radio Station WSFA, Montgomery, Alabama.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

Harry C. Butcher

(*Continued from page 27*)

ton, of Des Moines, and to get a start in the business swirl.

Among his articles, published in such journals as the *Prairie Farmer, Wallace's Farmer* and the *Iowa Homestead*, were: "A Voyage to Scotland in a Cattle Boat"; "My Impressions of Farming in Scotland"; "The Isle of Golden Milk"; "Where the Jersey Home Fires Burn"; "At Home with the Jerseys"; and "Le Perche, the Cradle of the Percherons."

After his marriage and graduation in 1924, "Butch" settled in Chicago, becoming director of publicity for the Illinois Agricultural Association. His rise was rapid. He became a delegate and secretary to the Governor's Commission appointed to represent Illinois at the All-Agriculture Area Conference at Des Moines in 1926. The same year he moved to Washington, and was appointed to the staff of the National Fertilizer Association and managing editor of *The Fertilizer Review*, official organ of the trade association. In 1927 and 1928 he was secretary of the National Fertilizer Conferences.

It was from this position that he moved into radio as a career. On Jan. 16, 1930, he became the first CBS Washington director. In June, 1932, CBS negotiated the lease for WJSV as its full-time Washington outlet, and Mr. Butcher took a fling at practical broadcasting. Bubbling over with enthusiasm, he soon demonstrated his ability to launch new program ideas and develop dollar-puller commercials. His success as a station manager has been little short of phenomenal, for the station went to the right side of the ledger almost from the start of his supervision. He developed such attractions as Elder Michaux, which was graduated to the network. Always stressing civic interest programs, he has staged broadcasts from orphanages to find home for fondlings—has even broadcast from the dog pound to secure homes for stray pups. Once he put on a campaign for a heating plant for the Children's Hospital and got it.

Since he entered radio, "Butch" has been most active in the industry's trade association work, serving on many committees of the NAB. Possessed of an analytical mind and having a keen insight into legislative and regulatory problems, he has been very helpful in working out industry problems which constantly arise in Washington.

He is a member of Sigma Delta Chi, national journalistic fraternity; Sigma Phi Epsilon, national fraternity; Burning Tree Country Club, and the National Press Club. While golf is his diversion, his hobby is his auburn-haired wife and his two-year-old adopted daughter, Beverly. He also indulges in an occasional fishing expedition, and is a charter member of the RPCA (Radio Poker Club of America) which holds periodic sessions and is made up largely of members of the Washington radio fraternity.

JOHN M. HENRY, manager of KOIL, Council Bluffs-Omaha, is gathering material for a book titled *The 1934 Wit of the American Press* which will be published later this year.

Applications . . .

(*Continued from page 45*)

of 250 w. night amended to request an additional power of 1 kw. D.

KSD, St. Louis—Modification of license to change hours of operation from sharing with KFUO to unlimited, facilities of KFUO amended to omit request for facilities of KFUO.

KGGM, Albuquerque, N. Mex.—CP to make changes in antenna system and move station locally.

NEW, San Diego, Calif.—CP to operate on 1420 kc., 100 w., unlimited time.

WGL, Fort Wayne, Ind.—CP to make changes in equipment, change frequency from 1370 kc. to 1300 kc. and increase power from 100 w. to 250 w. night, 500 w. D.

KOOS, Marshfield, Ore.—Modification of license to change hours of operation from D. to up to 7 p. m., PST, during months sunset occurs prior to 7 p. m. with power of 100 w.

KGB, San Diego, Calif.—Modification of CP authorizing changes in equipment and increase in D. power requesting further changes in equipment and extension of commencement and completion dates.

KHJ, Los Angeles—Same as above.

KFRC, San Francisco—Same as above.

Examiners' Reports . . .

KTAR, Phoenix, Ariz.—Examiner Ellis (Report No. 1-2; Docket 1679); concludes that while some interference would result from the granting of an increase in night power from 500 watts to 1,000 watts, from a practical listener's standpoint the interference would not be destructive.

WIS, Columbia, S. C.—Examiner Walker (Report No. 1-3; Docket 2506) recommends that Commission affirm its grant of June 15 for CP to move station locally, change frequency from 1010 kc. to 560 kc. and increase power from 500 w. night, 1 kw. LS, to 1 kw. night, 2½ kw. LS. Protest of WFI and WLIT withdrawn.

PROFESSIONAL DIRECTORY

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Reference frequencies derived from the National Standard of Frequency of the National Bureau of Standards by continuous leased wire service.
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A World Revolution

VERY CHEERING TO THE BUSINESS MAN

THE World Program Service offers to radio advertisers advantages which hitherto did not exist. These advantages are in terms of dollars saved, more selling, finer programs, more flexibility—and they are obtainable by all—whether local, regional or nation-wide advertisers.

Cost of production for a first class program is reduced to a nominal sum. Those who have ever tried to engage topnotch talent will appreciate this. Moreover, this new way to use radio makes this program item not only nominal but definite. The advertiser knows exactly where he stands, and can budget his broadcast to the penny.

An ideal way to broadcast in separate markets. With this new method you can broadcast with equal quality anywhere, anytime. This means that full advantages can be taken of variations in local time and taste. The sales message can even be localized for each station without any added cost. Some network users find this an excellent way to supplement their advertising and give dealers the benefit of a radio campaign who would otherwise be neglected.

103 STATIONS! PICK YOUR MARKETS:

WAPI Birmingham, Ala.—KUOA Fayetteville, Ark.—KFPW Fort Smith, Ark.—KLRA Little Rock, Ark.—KIEM Eureka, Cal.—KNX Los Angeles, Cal.—KLX Oakland, Cal.—KVOR Colorado Springs, Colo.—KGHF Pueblo, Colo.—WTIC Hartford, Conn.—WRUF Gainesville, Fla.—WQAM Miami, Fla.—WCOA Pensacola, Fla.—WTFI Athens, Ga. WGST Atlanta, Ga.—WRDW Augusta, Ga.—WMAZ Macon, Ga. —KIDO Boise, Idaho—WGN Chicago, Ill.—WJBL Decatur, Ill.—WTAD Quincy, Ill.—WHBF Rock Island, Ill.—WTAX Springfield, Ill. —WGBF Evansville, Ind.—WLBC Muncie, Ind.—WBOW Terre Haute, Ind.—KWCR Cedar Rapids, Ia.—WOC-WHO Des Moines, Ia.—WMT Waterloo, Ia.—KGGF Coffeyville, Kan.—WLAP Lexington, Ky.—WDSU New Orleans, La.—KWKH-KWEA Shreveport, La.—WCSH Portland, Me.—WEEI Boston, Mass.—WTAG Worcester, Mass.—CKLW Detroit, Mich.—WEBC Duluth, Minn.—KSTP St. Paul, Minn. —WAML Laurel, Miss.—WQBC Vicksburg, Miss.—KMBC Kansas City, Mo.—KWK St. Louis, Mo.—KGBX Springfield, Mo.—KFBB Great Falls, Mont.—KGVO Missoula, Mont.—KFAB Lincoln, Neb.—KOIL Omaha, Neb.—KGGM Albuquerque, N. M.—WOKO Albany, N. Y. WGR-WKBW Buffalo, N.Y.—WOR New York, N. Y.—WHAM Rochester, N. Y.—WFBL Syracuse, N. Y.—WSOC Charlotte, N. C.—WBIG Greensboro, N. C.—WSJS Winston-Salem, N. C. —WDAY Fargo, N.D.—WCKY Cincinnati, O.—WHK Cleveland, O.—WAIU Columbus, O.—WSPD Toledo, O.—KOMA Oklahoma City, Okla. —KVOO Tulsa, Okla.—KFJI Klamath Falls, Ore. KOIN-KALE Portland, Ore.—WCBA Allentown, Pa.—WCAU-WIP Philadelphia, Pa.—WCAE Pittsburgh, Pa.—WEEU Reading, Pa.—WGBI Scranton, Pa.—WJAR Providence, R. I.—WCSC Charleston, S. C.—WIS Columbia, S. C.—WFBC Greenville, S. C.—WOPI Bristol, Tenn.—WNOX Knoxville, Tenn.—WREC Memphis, Tenn.—WLAC Nashville, Tenn.—WDAG Amarillo, Tex. —KNOW Austin, Tex.—KRLD Dallas, Tex. KTSM El Paso, Tex.—KTAT Ft. Worth, Tex. KTSA San Antonio, Tex.—WACO Waco, Tex. —KGKO Wichita Falls, Tex.—WEHC Charlottesville, Va.—WRVA Richmond, Va.—WDBJ Roanoke, Va.—KXRO Aberdeen, Wash.—KOMO-KJR Seattle, Wash.—KIT Yakima, Wash. —WCHS Charleston, W. Va.—WHBY Green Bay, Wisc.—WISN Milwaukee, Wisc.—KGMB Honolulu, Hawaii—2GB Sydney, Australia.

This is the only method of its kind offered to advertisers. You should investigate it and see for yourself how much it will increase the selling force of your broadcasting without any increase in your budget. We shall gladly give you full information and arrange auditions to any of our World offices or a member station.

WORLD BROADCASTING SYSTEM, INC.

50 WEST 57TH STREET, NEW YORK, N. Y.

Offices and Recording Studios at

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SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE